

Starchroom

LAUNDRY JOURNAL

First in the Laundry Industry since 1893

APRIL, 1955



A home garden tractor goes to work in a laundry in Des Moines, Iowa, hauling finished work from one building to another. Story on page 60

Complete report on annual young men's conference . . . Page 8

How a laundry found "gold" in washable rugs . . . Page 12

How to train over-the-counter employees to sell . . . Page 40



Look who's on your team now!



don herold gives Huron's new Velvet Rainbow campaign the master touch that means more business for you

Writer-cartoonist *don herold* has created for you a direct-mail package brimful of the sure-fire sales appeal which has made him the country's top salesman-in-print. It includes two letters and three postcards for you to reproduce — all delightfully illustrated and written in the friendly *herold* fashion.

As a user of Huron's Velvet Rainbow, you also receive counter cards reproducing our new LIFE ads as well as completely new TV scripts and radio commercial transcriptions, telephone

and routeman solicitations, newspaper ad mat and other sales-producing material.

Huron's campaign made laundry history last year — first successful "helping hand" promotion of its kind ever staged by an allied industry member. This year it's bigger and better — headlining *don herold* as your star salesman. Start right now to build more business with Huron . . . phone your jobber today — tell him to count you in on this money-making program. Huron Milling Co., 9 Park Pl., N.Y. 7, N.Y.

A 4.27



LOW-COST VELVET RAINBOW
does 5 shirts for about 1¢.



EASY TO USE, Velvet Rainbow
speeds work.



VELVET RAINBOW BEST for
all starching and sizing.



EXPERT SERVICE—Huron's
staff is always ready to help.

VELVET RAINBOW®

Helps you do quality work — Sell it too

SALES OFFICES: 161 E. Grand Ave., Chicago 11; 383 Brannan St.,
San Francisco 7; 607 Second National Building, Cincinnati 2.

FACTORIES: Harbor Beach, Michigan.

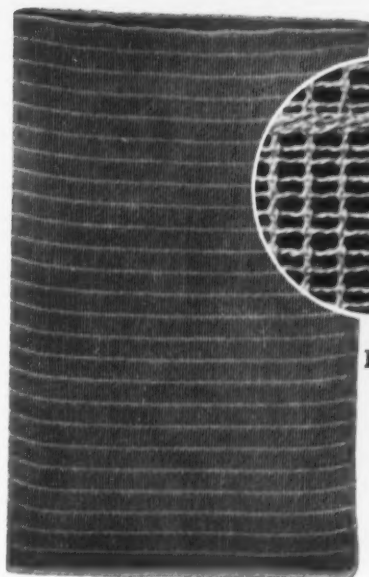


The BEST in cotton
combined with
the BEST in nylon
to give
better washing RESULTS

Nylcot^{*} Nets

*

Warp and filling contain 2 strands of 260
denier DuPont nylon plied with 2 strands of
high quality cotton yarn. Open mesh woven
tubular with solid woven bottom.



Insert shows
actual size
of mesh.

SOUTHERN MILLS, INC.

585 WELLS STREET, S. W., PHONE LAMAR 1991, ATLANTA
10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54
1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21
1627 West Fort Street, Suite 515, Phone Woodward 1-9673, DETROIT 16
4924 Greenville Avenue, Phone Forest 8-4377, DALLAS 6
233 Broadway, Phone Beekman 3-9260, NEW YORK 7



COTTONBLOSSOM
Laundry Textiles
Sold by Distributors
Everywhere

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXII, No. 4, APRIL 15, 1955

Features

Industry's Young Men Discuss the Challenge to Management.....	8
There's "Gold" in Those Washable Rugs..... By Howard Abernathy	12
Training Supervisors To Supervise..... By James A. Barnes	18
Little Falls Management Offers Solutions to Four Production Problems..... By Henry Mozdzer	24
Advertising for the Laundryowner, Part XI..... By Robert M. Place	32
How We Select and Train Our Over-the-Counter Employees..... By Mrs. Almin Vander Weide	40
We Consolidated Two Plants Into One for Greater Efficiency. By Eugene Knepper	60
Engineering.....	
How To Maintain Belt Tension..... By Joseph C. McCabe	70

Conventions

Chicago Cleanorama.....	46
Texas Attendance Sets Record.....	58
Missouri and Kansas Hold Joint Convention.....	50

Departments

Editorial.....	6
Letters to the Editor.....	21
Laundry Business Trends.....	44
Rhapsody in Bellew.....	52
Laundry News Notes.....	67
Engineering Questions and Answers.....	74
New Products and Literature.....	78
News From the Allied Trades.....	82
Obituaries.....	90
Index to Advertisers.....	96

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The Lady Was A Hit

To say that the lady who addressed the AIL Young Men's Conference last month was, in our opinion, the "hit of the show" is not to imply in any way that the gentlemen on the program failed to uphold the high standard set by the speakers at previous conferences. (As a matter of fact, the speeches were all of keen interest to those young laundry executives and allied tradesmen who attended.) Nor is it fair to assume that our natural weakness for the gentle sex swayed our powers of reason. (At least we don't think it did!)

The real reason we were so pleased to see the debut of a lady at a conference which has heretofore been given over exclusively to male speakers revolves around what the lady had to say and how she said it. We have long thought that well-trained, capable women should play a greater role in the sales efforts and public relations activities of our industry and the appearance of Mrs. Almin Vander Weide on that program served to strengthen our conviction.

Mrs. Vander Weide received her B.A. and B.S. degrees in costume design and fashion illustration from Texas State College for Women in 1944. She then traveled for Magnolia Petroleum Company as an assistant computer in a seismograph crew—the first woman ever employed in that capacity. Experience in selling real estate, television time and other advertising media partially equipped her for her present position as sales manager at O'Banion's Laundry in Houston, Texas.

We say these experiences *partially* equipped her because we can't help feeling that her busy life as a housewife and the mother of three children (ages 5, 6 and 7, respectively) constitutes a major factor, if not *the* major factor, contributing to her present success. After all, who should understand a housewife's point of view better than another housewife?

When we were in Houston two years ago we visited O'Banion's Laundry, then open less than two years, and reported our findings in STARCHROOM. Business at that time hadn't reached the point where the plant was operating at half capacity. Mrs. Vander Weide wasn't on the staff then. O'Banion's is now operating at almost full capacity and is faced with the necessity of remodeling and expanding before it can actively solicit great amounts of additional business. We bet Mrs. Vander Weide's contribution to the management team has played a major role in this growth and we're happy to publish her remarks on getting over-the-counter employees to sell (see page 40). We know you will find them enlightening.—Jim Barnes



STARCHROOM LAUNDRY JOURNAL

"who cares about your linens?"

I do — your laundryman. And I'll prove it if you'll give me a minute of your time.

Probably several of your friends do their own laundry — take personal care of their own wash — because they believe it's safer in their own hands.

Nothing could be farther from the truth. Very few women who do their own wash realize how much harder home washing is on clothes than your professional laundry.

Why? The answer is in the name. Your professional laundry uses *professional* equipment and soaps — specially designed to protect and preserve your washables in a way home washing can't match.

Take a walk around our laundry with me. Here, your wash is separated into six different groups of fabrics and colors, each for its own special treatment. It's gathered loosely in an open meshed net, and washed by squeezing action in a rotating cylinder. The dirt isn't banged, rubbed, and shaken out. It's *washed* out, in nine — yes nine — complete changes of water — 4 of them suds washes. There are no agitator blades to rub and wear the fabric.

Then . . . the ironers. Many different sizes, padded and shaped to protect buttons and seams. There's no pulling, no rubbing of fabrics, or sharp metal edges to tear them.

And most important of all, we wash your clothes with a special modern washing product, designed just for professional laundries, called New PRIME SOHP.

New PRIME SOHP is nothing like the box of soap or detergent you buy at the grocery. (As a matter of fact, no professional laundry uses just plain household soaps.) It's a blend of more than a dozen different special soaps, balanced just right to get the dirt out — all the dirt, down to the heart of the fabric — *safely*. When your clothes are PRIME SOHP clean, they need much less bluing and bleach than home washed clothes. And bleach destroys fabric strength faster than any other ingredient in laundering.



Yes . . . we care about your linens, perhaps even more than you do yourself. For that's the only way we can stay in business. We have to wash your things cleaner, brighter, gentler than you could yourself, or we don't deserve the trust you've placed in us.

And the next time one of your friends, or the radio, tells you that home washing does just as good a job, I wish you'd remember these things.

Because caring about *your* linens is *our* business

Attention Laundryowners!

Free reprints of this ad are available, with our company name and product name removed, for use in your bundles or mailing program. They may be imprinted with your own laundry name and address. Ask your jobber, or write:

Beach Soap Company

• **Lawrence, Mass.**

127 Years' Continuous Progress in Manufacturing of Fine Soap Products

We borrowed an aircraft idea to make this

All-New METRO-LITE Body

Extra Light for Biggest Payload



9 all-new extra-lightweight INTERNATIONALS with METRO-LITE bodies, in 3 lengths—9'6", 10'6", 12'7"—on wheelbases 115 to 137½". Max. interior width 78", capacities 349, 387, 465 cu. ft., GVW 5,400 to 16,000 lbs. METRO Matic Transmission for models up to 11,000 lbs. GVW.

The problem was to bring you the mightiest profit building combination in the multi-stop field — the *biggest* payload capacity in the lightest, strongest body. *We did it with the new METRO-LITE body!*

The result is *nine* brand new multi-stop INTERNATIONALS that are far lighter than steel, even lighter than aluminum, yet built to INTERNATIONAL standards of quality and long life.

The all-new METRO-LITE design uses the modern airplane-type principle of an inherently strong, rigid shell that eliminates weight-consuming posts and rails. It combines magnesium alloy, aluminum alloy and reinforced glass fiber plastic for maximum strength and lightness. It provides 8 inches greater inside width than comparable steel models.

New INTERNATIONALS with METRO-LITE bodies offer greater glass area, better visibility, many new comfort and convenience features. Yet they retain all the famous operating economy features that have made INTERNATIONAL the multi-stop leader for 17 straight years. See your INTERNATIONAL Dealer or Branch for all the details.

INTERNATIONAL HARVESTER COMPANY • CHICAGO



International Harvester Builds **McCORMICK**® Farm Equipment and **FARMALL**® Tractors... Motor Trucks... Industrial Power... Refrigerators and Freezers

Watch "The Halls of Ivy," with Ronald Colman and Benita Hume, CBS-TV, Tuesdays, 8:30 p.m., EST

INTERNATIONAL® TRUCKS

"Standard of the Highway"

Speedy Laundries are Successful Laundries!



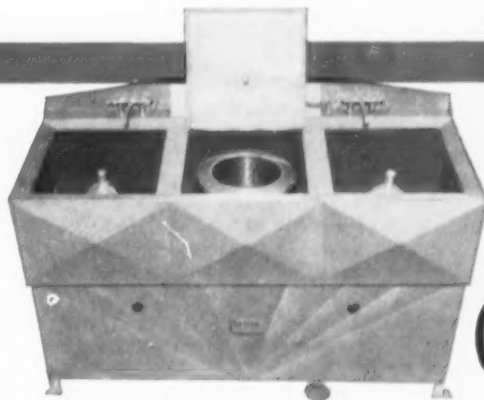
"ATTRACTING NEW CUSTOMERS EVERY DAY," says Bob Baer

After much research I installed Speedy Washers finding them to be the best in construction, ease of operation, low maintenance and high quality work. Since converting to Speedy Washers and taking advantage of Speedy's "Know-how" my business has been more profitable, doing a larger volume in less space. My old customers are greatly pleased over the fine quality work, which is also attracting new customers every day.

I sure do recommend Speedy Washers and you can bet the next laundry I open will be 100% Speedy equipped.

BOB BAER,
Lancaster, Ohio

- ★ 80% Increased Production in your present space with Speedy Washers.
- ★ One Speedy Washer does the work of eight (8) automatics and one extractor.
- ★ One Speedy is equal to three (3) 25-lb. washers and one extractor.
- ★ Speedy Washer has *ALL* the advanced safety features.



SEE OUR BOOTH AT THE N.I.D. CONVENTION

MAIL COUPON TODAY!

SPEEDY WASHER MFG. CO.
5700 N. W. 35th AVE., MIAMI 47, FLORIDA

SJ 455

We, too, are interested in greater profits and satisfied customers. We would like more information and your pictorial catalog. This does not place us under any obligation.

Firm Name _____

Owner _____

Address _____

City _____ Zone _____ State _____

**WASHES
RINSES
EXTRACTS**
*... all in
One Unit!*

Speedy
WASHER MFG. CO.

5700 N.W. 35th AVENUE, MIAMI 47, FLORIDA
Distributors in all principal cities

BISHOP

WORK SAVERS

Starchroom Editorial

A national advertising campaign may be in the making . . .

. . . and if it is we are prepared to give it our unqualified support.

The Professional Laundry Foundation, Inc., a non-profit organization incorporated in New Jersey and certified to do business in Connecticut, New York, Delaware and Pennsylvania as well, has been formed for the purpose of raising \$250,000 with which to operate a year-long consumer advertising program in behalf of the professional laundry industry. Television has been chosen as the advertising medium and the 300 laundries within the range of stations WRCA-TV in New York and WCAU-TV in Philadelphia are eligible to belong to the corporation and participate in the campaign.

As we go to press the group has succeeded in securing signed notes from enough laundryowners in the area to assure more than half of the required amount of money. An advertising agency has been appointed to handle the campaign and an integrated program revolving around a TV personality, with complete tie-in materials for the use of laundry sales managers, route salesmen and store personnel, has been formulated.

There is a 50-50 chance that we shall be able to report next month that the campaign is ready to roll.

Progress of the campaign will be followed with intense interest by scores of laundryowners across the nation, including approximately 200 in Kentucky, Ohio, Michigan, Wisconsin, Indiana, Illinois and West Virginia who recently signed a petition addressed to the board of directors of the American Institute of Laundering in which they expressed their ability and willingness to do their part in support of a national advertising campaign.

The Professional Laundry Foundation plan is being organized in such a way that it can be easily expanded to include groups of laundries in other states and it is not inconceivable that it may be the foundation on which a truly national campaign could be built. In the latter event, the AIL board of directors may wish to review its officially stated policy, as we have reviewed our editorial policy.

One of the long-standing arguments against a national advertising campaign has been the feeling that laundryowners are too individualistic in their thinking to ever agree on the form such a campaign should take, or the amount of money it would require, or the methods to be used in assessing the participants and collecting the funds. These obstacles have been overcome to the extent that the Foundation members are more than half way to their goal.

We have attended some of the Foundation's committee meetings and can report that, due to the high caliber of the men involved, a very realistic attitude is being taken in facing this matter of coming to agreement among themselves regarding details without losing sight of the ultimate goal. A lot of straight thinking and hard work have been done and more lie ahead; but these men seemed determined to achieve success.

Another argument against a national advertising cam-

paign has been the feeling that not enough money could be raised without contributions from the allied trades firms to assure success; and these firms could not, or would not, contribute. If the Foundation's plan succeeds, it will do away with that argument because it will then represent a successful effort on the part of laundryowners without outside financial assistance.

In that event, it may be that the allied tradesmen will want to review *their* thinking in the matter. Any funds they might contribute to a campaign which had already proved to be a success could be used to make it even more successful. This line of reasoning might have its strongest appeal to those allied trades firms which are already spending a portion of their advertising appropriations on national promotions in behalf of the professional laundry industry.

There are many things about the Foundation's plan which make sense to us. Perhaps foremost among them is the "personality" of the proposed campaign. All TV commercials would be done live by a lady whose personality, according to the proposal, would become synonymous with professional laundry service. This would not only result in the necessary flexibility needed to promote different laundry services at appropriately different times; but a live personality could add warmth and spontaneity to the selling messages.

Even more important, if the lady who is chosen for this assignment has a background in home economics or has been affiliated with one of the so-called homemaking bureaus or institutes, she will be able to perform the function of "voice" for the industry at the various functions attended by the lady editors who have such a strong influence with American housewives.

This is primarily a public relations function but it is, in our opinion, one that should have been undertaken a number of years ago; before the voice of the home appliance manufacturers became so strong that the average editor of a woman's page on a newspaper or consumer magazine forgot that there was a professional laundry industry. As we have repeatedly stated, it is our belief that this particular phase of the industry's public relations program can be most persuasively accomplished by a well-qualified woman.

In its proposal to the Foundation, the advertising agency suggested that the as yet undesignated lady would receive a complete and well-planned publicity build-up; make guest appearances on other TV shows; and be the subject of newspaper and trade paper stories. "As the symbol of the professional laundry she'll represent the institution as its homemaker expert."

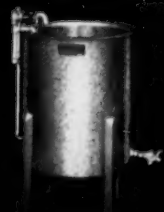
If that should be the case, it doesn't require any stretch of the imagination to look forward to hearing her address a gathering of women's feature editors and making just as favorable an impression as one of those ladies from the XYZ Home Washing Machine Company.

After all, we have a much better story to tell *if* we choose the right lady to tell it.

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information.

BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes:

30-Gal. \$129.00
60-Gal. \$167.00
100-Gal. \$179.00



BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels. Model No. B2-1215

..... \$119.00



BISHOP 3-SHELF TRANSPORTER

For finished work, 26" wide x 18" deep x 64" high. Model No. B29-11

..... \$45.00



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area. No. B12-2

..... \$225.00



STAINLESS STEEL PREPARATION TRUCK

Ideal damp box 18" x 25" x 11" deep, 34 1/2" high, on 3" wheels. No. B2-122

..... \$89.00

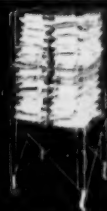


IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.

No. B4-5M

..... \$99.00



BISHOP SHIRTRANSPORTS

Cut handling 3/4; fold up to save space. All steel. In 2 sizes:

B29-50 (for 50 shirts)

\$37.00

B29-100 (for 100 shirts)

\$61.00

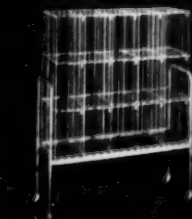
To Give You **LOWER COSTS...**
BETTER PROFITS for years to come!



BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are SAFE when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading, no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced an smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

No. B2-9 Bishop 22 Stainless Steel Truck Tub, 22" x 34" x 25" deep, with outlet rack, wood drainboard, steel tread wheels, \$195.00
No. B2-10 Same as above except with rubber tread wheels, \$207.00
No. B2-17 Bishop 23 Stainless Steel Truck Tub, 26" x 36" x 25" deep, with outlet rack, wood drainboard, steel tread wheels, \$208.00
No. B2-18 Same as above except with rubber tread wheels, \$220.00



SORTER-TRANSPORTERS

Banish fixed bins; admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



BISHOP PUFF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown); #3, #22, #52 heads, spray iron, spray gun.

..... \$209.00

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durable built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in, keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated, stirs thoroughly, speeds cooking.

Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality — no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER

G. H. BISHOP CO.,

EVANSTON, ILLINOIS.
(SOURCES OF CONTRACTS)

MANUFACTURERS
SINCE 1893



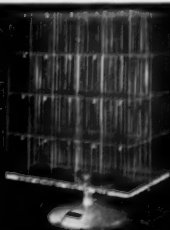
3 POPULAR SIZES

15 GALLON—36" high overall, floor space 24" x 28", ship wt. 175 lbs. \$3-2 \$289.00
25 GALLON—39" high overall, floor space 28" x 32", ship wt. 225 lbs. \$3-5 \$319.00
50 GALLON—45" high overall, floor space 32" x 36", ship wt. 280 lbs. \$3-11 \$375.00

REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10

..... \$349.00



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling. 15 or 20 bins per side. Ask for details.

15 Bin for shirts

\$295.00

for wear, apparel

\$315.00

20 Bin for shirts

\$325.00

for wear, apparel

\$345.00



Industry's Young Men Discuss The Challenge to Management At Their Annual Conference

THOUGHT-PROVOKING discussions of industry problems attracted over 150 representatives of laundries and allied trades firms from 33 states and Canada to Chicago for the Sixth Annual Young Men's Conference of the Laundry Industry on February 28 through March 2.

The talks covered a wide range of management subjects for two days. A third day was devoted to a tour of inspection of the headquarters and laundry plant of the American Institute of Laundering in nearby Joliet, Ill. As at previous conferences, the informal exchange of information and experiences among the attendees was perhaps the most valuable feature of the meeting.

The conference room was full of interested listeners at every session. Thirty-one-year-old Robert V. Archibald, sales manager of Little Falls Laundry, Little Falls, New Jersey, kicked off the proceedings with a talk, "Project — Good Management." He summed up his management philosophy in the statement, "When you're green you grow; when you're ripe you rot." An illustrated version of his remarks appears on page 24.

Gus Anderson, 28-year-old manager of Silver State Laundry in Denver, Colorado, then proceeded to answer the question posed in the title of his

talk, "What Records Do I Need To Be a Good Manager?" He stressed the necessity for managers to have daily, weekly and monthly reports of the vital statistics required for effective control but he emphasized that these reports should be kept at the bare minimum required for that purpose. Simplicity in form and the ease with which they may be used should be kept in mind in formulating reports.

Cost surveys described

"How a Cost Survey Can Help You Manage" was the theme of Andrew Meredith, 31-year-old accountant with the firm of John Carruthers & Co., Washington, D. C. He pointed out that far too few laundryowners know how many pounds of work and the number of bundles they process, how many customers they serve. As evidence he asked for a show of hands in the audience. A mere handful indicated that they kept these records. Yet, he pointed out, it is impossible to set up a useful cost control system without these statistics.

"Your Most Important Management Job" was outlined at luncheon by Ernest H. Reed of International Harvester Company. "The biggest competitive advantage in business today is what you do with your people," he

stated, in pointing out that management's most important job lies in the realm of personnel administration. He drew on his broad experience as manager of education and personnel for his company to illustrate his talk.

In the afternoon John C. Rossman, Jr., general manager of Model Launderers & Cleaners in Minneapolis, Minnesota, told "How Our Modelettes Have Brought In Business." Since 1950 his company has opened three drive-in stores equipped with dry-cleaning facilities on the premises. The laundry work from these stores is fed back to the main plant. Two more are planned for opening this spring and summer. A self-service laundry was recently opened at the drive-in store located in the main plant. All of these operations are called "Modelettes" and are incorporated as a separate company from Model. Mr. Rossman said:

"We have used a lot of different promotions endeavoring to build up our business at these drive-ins. Three-hour cleaning service, seven-hour laundry service, 10 percent discount offered on laundry, AIL button campaigns, certain sale specials on combined laundry and drycleaning at various seasons of the year, cellophane-wrapped shirts. All have helped our business but the one thing I



noticed in particular was the increase of our laundry business proportionately to our drycleaning business. So we feel that through our drive-ins we can promote that old family laundry bundle because we are, surprisingly enough, getting that family bundle in our drive-ins. It is surprising to see the number of people who are bringing in these good-sized family bundles because of the saving of 10 percent, perhaps, or the convenience—they know their bundle is there and they can pick it up when they want."

A lady speaks

"Getting Over-the-Counter Employees To Sell" was the subject of a talk by Mrs. Almin Vander Weide, sales manager of O'Banion's Laundry in Houston, Texas. The speaker is the first woman to address one of the Young Men's Conferences. Her varied experience in other industries in addition to the laundry business was reflected in her remarks and the authoritative manner in which they were presented. O'Banion's is a drive-in plant, operating no routes, which relies solely on the over-the-counter and curbside selling. The complete text of Mrs. Vander Weide's remarks appears on page 40 of this issue and an illus-

trated article describing the plant appeared on page 10 of the May 1953 issue of STARCHROOM.

"How We Consolidated Two Plants Into One for Greater Efficiency" was the subject discussed by Eugene Knepper, laundry superintendent of Casmil Corporation, Des Moines, Iowa. The corporation operates a production plant resulting from the consolidation of the production facilities of Miller's Laundry with those of Cascade Laundry into one unit in 1953. It is jointly owned by the two laundries which continue to operate separate sales organizations under their respective names. Mr. Knepper's remarks described the steps taken to effect the merger, the increased efficiency and lower costs which resulted. A condensation of his remarks appears on page 60 of this issue.

A reception and dinner for all registrants was held that evening. AIL General Manager Albert Johnson introduced the members of the Institute's board of directors, who were guests of the conference at dinner. Featured speaker at the dinner was G. W. Boyd of Emery Industries, president of the Laundry and Cleaners Allied Trades Association, who chose the subject "Yardstick for Youth."

Early the next morning the confer-

ence moved en masse in buses to Joliet where the attendees were greeted by AIL staff members and guided in small groups through the Institute's laundry plant. Following luncheon three small groups were formed. Each met in a separate room and heard a series of four talks by Institute staff members who visited each room in turn. Vice-President George Johnson gave a detailed report on the different types of fibers and the percentage each currently enjoys in the textile market. Cecil Lanham discussed the Institute's new educational program; Ward Gill gave a rundown on recent AIL Seal of Approval activities, and George Isaacson described the operation of the Institute's laundry plant.

Diversified services stressed

The Wednesday-morning session was devoted to three talks on the value of offering diversified services, or sidelines, in a laundry. Percy Brower, Jr., president of Domestic Laundry in Birmingham, Alabama, gave a detailed account of the organizing and operating of Clean Linen Service Co., a wholly owned subsidiary of his company. Howard Abernathy of Ripley's in Topeka,



Interested listeners filled the conference room for each session



AIL's laundry plant was subject of a tour by the conference attendees on the second morning

Kansas, described his company's success in building up a substantial volume of business in washable rugs. The text of his talk appears on page 12 of this issue. Elmer Strandberg, superintendent of the AIL laundry plant, described the techniques employed in the Institute's laundry specialty department and listed the advantages of operating such an activity.

At luncheon that day Hoyt P. Steele, president of Benjamin Electric Manufacturing Co., Des Plaines, Illinois, outlined some precepts that have guided him in the management of his business. His remarks were confined

chiefly to the field of labor relations and employee communications.

At the afternoon session William Fox of Model Laundry, Champaign, Illinois, described the experience his firm had with a television advertising campaign jointly sponsored by several competing laundries in his trading area. "What Makes a Good Job?" asked Kenneth Luetzow, 29-year-old treasurer of South Side Laundry & Dry Cleaners, Milwaukee, Wisconsin. He said:

"In practically all surveys and studies I have come across, wages do not rank first on the list. An average

employee rates a good job in the following order: First, recognition or a belief in the importance of his job. Second, job security; not the social security of a welfare state but the security that comes from knowing that the business is doing all right, that his job is safe. Third, opportunity for advancement. Just the good old American chance to get on in the world, to go from one job to the next higher, that promotions will come from within the organization and not from the outside. Fourth, yes, rated fourth is adequate wages."

Institutional laundries discussed

Final speaker on the conference program was Stanley Turkel, account executive with the consulting firm of Victor Kramer & Company, New York City. Mr. Turkel compared the scope of the family laundry industry with that of the institutional laundries, pointing out that there are 6,500 of the latter today located in hospitals, hotels, colleges, prisons, state institutions and large industrial plants. He stressed that the difference between a profitable and unprofitable plant in the institutional field is precisely the same as in the commercial field—*good management*.

The keynote of the conference could best be summed up in those last two words. Good management is the goal all attendees seemed most interested in attaining. As in the past, a spirited question-and-answer period followed each of the four sessions. Those in attendance were polled as to the time and location of next year's conference but the results of the poll have not yet been disclosed by AIL headquarters. □□

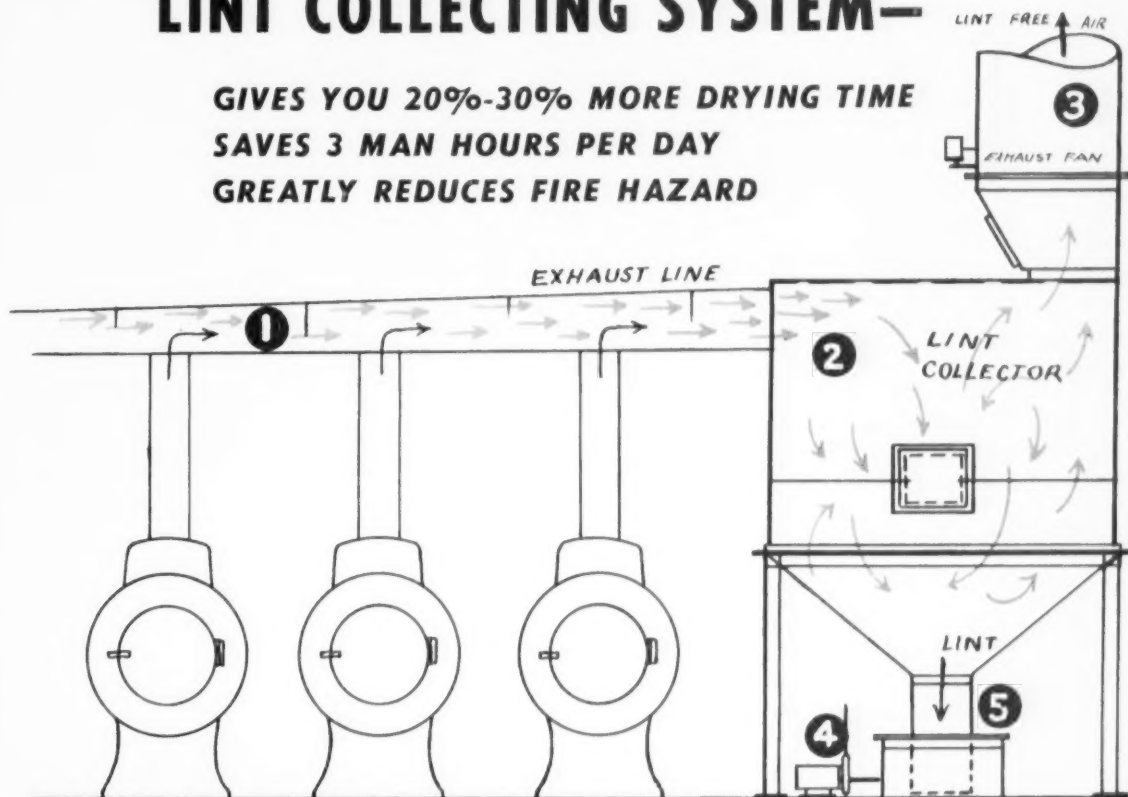


Three simultaneous meetings were held at Institute headquarters on the second afternoon

EASTERN CYCLONE CONVEYOR SYSTEMS, INC.	
LINT COLLECTOR	
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BLUEPRINT FOR A LINT COLLECTING SYSTEM—

**GIVES YOU 20%-30% MORE DRYING TIME
SAVES 3 MAN HOURS PER DAY
GREATLY REDUCES FIRE HAZARD**



EASTERN CYCLONE has engineered a lint collecting system that will end lint problems in any laundry. **EASTERN CYCLONE** Lint Collecting Systems are manufactured to handle any number or size of tumblers—efficiently, economically and safely.

The conventional lint screen has been removed and the **EC** system connected to the tumbler exhaust. The lint is drawn up into the **EC** exhaust line (1) where zero pressure is maintained at all times thus eliminating back pressure that causes longer drying time. By doing away with lint screens that build up pressure as the lint collects, **EC** gives you 20%-30% more drying time. Carried into the **EC** Lint Collector (2), the lint is passed through a series of deflectors that separate it from the exhaust air, with the help of a fine spray of water.

The now lint-free air is discharged through the

roof (3) or out the side of the building—no lint piles up on the roof or plagues the surrounding neighborhood. A DEFINITE FIRE HAZARD IS ELIMINATED.

EASTERN CYCLONE employs a regenerative type centrifugal pump (4) for recirculating the spray water so there is no waste. Wet lint is driven down and collected in an easily disposable bag (5). One man can clean the lint from 10 tumblers in 5 minutes each day—a saving of 3 man hours per day AND this is accomplished without shutting down the tumblers, resulting in an effective amount of additional drying time. Thus **EASTERN CYCLONE** Lint Trapping Systems provide 100% efficient operation 100% of the time—plus safety.

Jobber inquiries invited

For further information on how **EC** Lint Trapping Systems can solve your lint problems write to:

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CIRCULATING SOAP SYSTEMS—ELECTRONIC COUNTERS FOR SMALL PIECES—
WASHING MACHINE LOADING HOPPERS—LINT TRAPPING SYSTEMS.



Inspecting some of the washable rugs which are as good as gold in his plant, Howard Abernathy points out that tufted carpeting is one of the hottest things in the textile industry. Most major rug manufacturers are in the business and this year tufted rug and carpeting sales are expected to exceed in volume sales of woven carpeting. He believes that laundryowners who are not capitalizing on this sideline, as his management

is, are missing a sure bet and should seriously investigate this potential source of revenue.

Readers who are interested in studying the handling of washable rugs in more detail should read "How To Wash Cotton Carpet" in *STARCHROOM* for July 1953 and the bulletins on this subject published by the National Institute of Rug Cleaning, Silver Spring, Maryland.

There's "Gold" in Those Washable Rugs

By HOWARD ABERNATHY
Ripley's, Topeka, Kansas

From a talk at the American Institute of Laundering's Sixth Annual Young Men's Conference, Chicago, Illinois, February 28-March 2, 1955

WHAT WOULD YOU DO if a salesman called and offered you a proposition something like this?

You buy his machine for \$5,000 and he will guarantee you a new source of business. A type of business that can't be done in the home, something you can produce at a 15 to 20 percent productive payroll. Something that will get you into a lot of middle- and high-income homes that you've

never contacted before—contacts with potential customers for shirts, sheets and drycleaning.

That would sound like an awfully good proposition to about any of us. So, depending on the salesman's sincerity and reputation, you would either kick him out as a rank imposter or else sign up on the dotted line.

Well, that opportunity really is ours—not for \$5,000, but just for the ask-

ing. It may take some missionary work of some sort before we really start pulling in the business, and it may take some study to know how to handle the business when we do get it. But, nevertheless, the opportunity is there. Of course, you know I'm talking about washable rugs.

In the past, woven carpeting has always outsold tufted carpeting. Before the war, there were only about 3

25¢ to 50¢

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Your customer will gladly pay for
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Your customers come back to you for more cleaning because you give them top quality dry cleaning service, perfectly packaged for complete protection. Moth Seal "Double Protection Service" guarantees that "out-of-use" garments are protected against soil and moth damage, light and mildew. Your customers will *pay extra* for such a service. Make almost as much on the package as on the dry cleaning service. THINK !!!

Order Moth Seal today from your supplier

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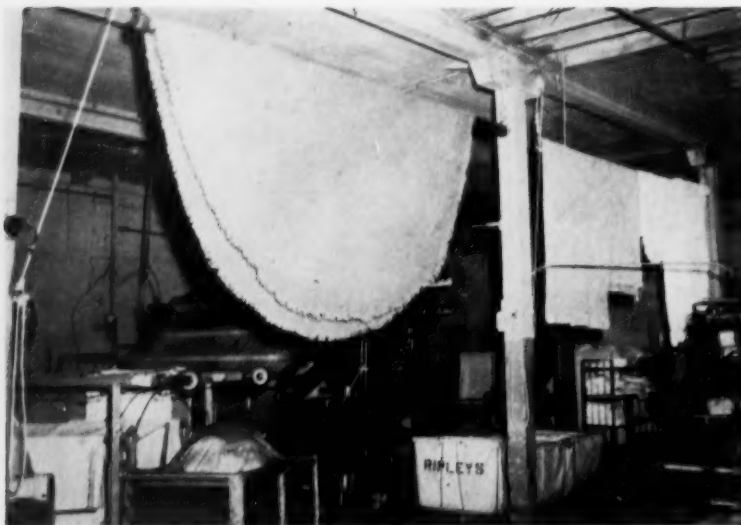
Serving the Thinking Dry Cleaners of America



Both styles available in 3 sizes for garment and special blanket bag size

4 REASONS WHY MOTH SEAL IS BETTER

- 1 Moth Seal Storage Bags are made to seal garments tightly against soil and moth damage. Cleaned garments are tightly sealed within the Bag and cannot be removed without destroying the Bag. It is not reusable. Garments that have been worn must be cleaned again before storage. This means extra cleaning business!
- 2 Moth Seal Storage Bags exclude light to prevent fading. This is extra protection for "out-of-use" garments.
- 3 Moth Seal Storage Bags provide positive protection and will not smother garments and cause mildew. Moth Seal packaging permits garments to "breathe".
- 4 Moth Seal Storage Bags have been proved in use as the most popular and successful Storage Bags in the entire world. There is no substitute for Moth Seal efficiency.



Using heat from their laundry equipment, operators at Ripley's dry washable rugs by hanging them on poles from the ceiling between two flatwork ironers

million square yards of tufted carpeting produced each year. But this year it's estimated that there will be 23 million square yards produced. Nineteen fifty-five is the first year tufted rug and carpeting sales are expected to exceed in volume the sales of woven carpeting.

Here's the nice part of this story as it concerns us in the laundry industry. Just about all of these tufted rugs and carpets are washable. And only the smallest sizes can be washed at home. To get a decent cleaning job done on anything over a 4-by-6 rug, the housewife has to send it out.

The American Institute of Laundering has already done some of our missionary work for us. It has worked along with the Tufted Textile Manufacturers Association and helped prepare a little booklet as a service to the American housewife. The name of the booklet is "Care of Your Cotton and Synthetic Tufted Carpets and Rugs," and here's what it has to say about them:

"In time, dirt particles and other soil residue become embedded in your rug or carpet beyond the reach of vacuuming or absorbent powder cleaners. These particles contain sharp edges which will cut the fibers when the carpet is walked over, and they should not be permitted to remain embedded in the fibers too long. The services of a reliable laundry or rug cleaning firm are recommended."

The booklet goes on to say, "Upon your request to the American Institute of Laundering, names of reliable laundries in your locale will be furnished."

Here's what we have up to now. The tufted carpet and rug industry has grown by leaps and bounds in just the past few years. Most of these rugs not only are washable, but the manufacturer tells the customer that sooner or later they ought to be sent to a reliable laundry in order to get them cleaned up right. One recommended by the AIL, no less.

That's the opportunity that's ours just for the asking. A type of work that can't be done at home, a type of work that we can produce at a low productive labor cost, a type of work that will give us some good, new contacts. What more could we ask for?

When a customer is ready to have washable rugs laundered, this is the procedure we follow.

First, ask the routeman to do a little missionary work with the customer.

We find out whether or not it's a wall-to-wall carpet. If it is, we explain about the possible shrinkage problem so that the customer thoroughly understands it. No matter how carefully we handle the carpet, there might be a little bit of shrinkage, and it might require a professional carpet layer to get it back down on the floor properly.

We also find out whether or not the carpet belongs to a matched set. If it does, we try to get the full set at the same time so it can all be washed together in the same load, if possible. When colored rugs are washed for the first time there might be a slight change in the shade, so it's best to keep matched sets together.

We find out about any spots or

stains that might require special attention. A little prespotting can help a lot, and it might save having to rewash the rug a second time.

When the rug is checked in at the plant, we give it a thorough inspection. If we notice anything unusual that we think the customer might not know about—such as a tear, or a stain, or anything of that nature—we call the customer and tell her about it. This way she knows that we're trying to give her rug the proper care and attention it deserves. For identification, we write the customer's name and address on a cloth tag and pin it to the rug. On the invoice, we show the rug size or weight, whichever is needed for pricing, and the color.

Washing. We use 100 degree water all the way through the formula. On white or light-colored rugs we sometimes go higher. In most cases two short suds, preceded by a flush, will be enough, but once in a while a third suds will be necessary. In order to reduce bleeding to a minimum, we use a synthetic soap and on bright colors we wash slightly on the sour side. Two or three rinses will usually be plenty.

Actually, what we try to do is to make the formula as short as possible. When the latex coating begins to wear off the rug back from normal wear the washing action may loosen some loops, so the less agitation and the shorter the formula, the better.

Extraction. We find it helpful to shorten the extraction time, too, as well as the washing cycle. The fewer hard extractor wrinkles, the easier it is to fluff up the pile after the rug is dry—especially if you have no way to fluff mechanically.

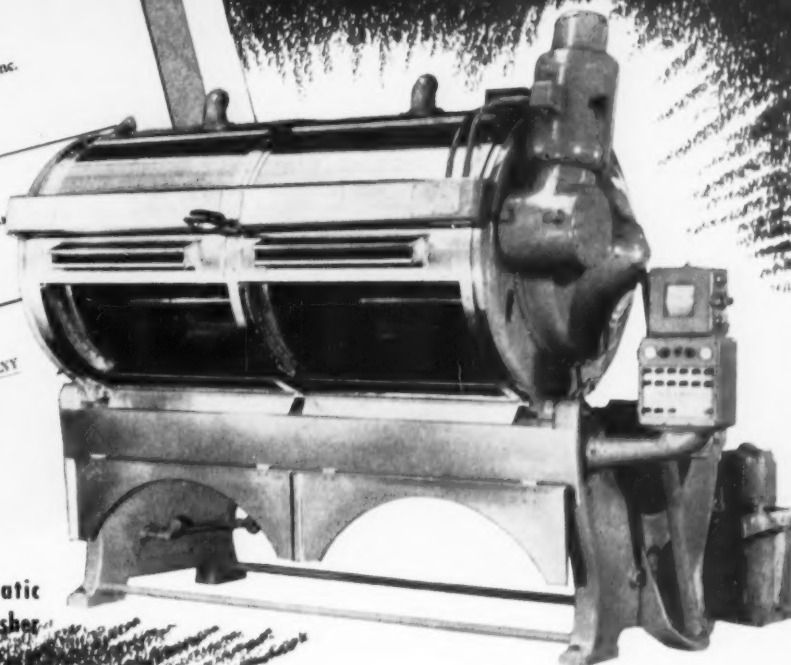
One of the toughest problems that arises in extraction is getting a rug loaded into the extractor properly. It has to go in in such a way that it won't stretch and break when the extractor starts. A large, heavy rug stretched across the center of an extractor will break just as easily as a sheet or towel, if improperly loaded.

Rugs are air-dried

We air-dry all of our rugs, mainly because there is no heating cost. We use rug poles we made ourselves. Each pole is about 12 feet long and is made from a 4-by-4 with edges rounded off. Along the top side of the pole—about every 4 inches—a holding pin is driven with about one-half inch of the sharp end left exposed. These keep the rugs from slipping



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**ELLIS Full-Automatic
Unloading Type Washer**

In the Ellis system, all washing supplies are piped directly to the machines from a central supply unit. Complete operating cycles are pneumatically controlled from a single station on each individual washer.

LETTERS from our customers in the linen supply service, now using ELLIS Full-Automatic Unloading Type Washers, report sensational gains in production and profits—substantial savings in supplies and labor—easier and better control of operations.

Here are some typical results:—"Our two new ELLIS Washers are replacing 13 older type machines."—"With Ellis Automatic Washers, we are averaging 820 pounds per man per operator-hour."—"We estimate a saving of 35% in productive labor since installing Ellis machines."

Ask for further details of
Ellis Automatic Equipment.

The ELLIS DRIER Co.

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HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

out of position while they're hanging. The poles are suspended from the ceiling so they can be raised or lowered to any desired height.

We try to hang the rugs as straight and square as possible. After a rug is in position, we can stretch it manually in case shrinkage occurred.

We usually wash one lot of rugs a day, then hang them at the end of the day so they'll dry overnight. It's easy to hang two large rugs on one pole—so if you have five or six poles you can dry quite a few rugs overnight.

Tumbling. After the rug is dry, it should be tumbled some way. This restores the original fluffiness to the tufts and pile. The tumbling doesn't require heat if the rug is dry, so a cold shake-out tumbler is fine for the job. Even a dry washer will work all right. It's possible to fluff in a smaller tumbler than you might imagine, because a dried rug is very light in comparison to a wet one. You don't have the excessive weight on the tumbler trunnion bearings you would have with a wet rug.

If you don't have the facilities to fluff mechanically, sweep the rug vigorously with a stiff broom or brush. This will get pretty good results, but it takes a lot more time.

When the rug is ready to be checked out for return to the customer it is given another thorough inspection. Loose loops can be clipped off or rewoven. Some of the cheaper rugs will have only about 100 loops per yard so a few loose loops really show up. Latex can be reapplied to the backing to hold the rewoven loops in place. Weak spots or tears can be repaired by reinforcing the backing fabric with heavy muslin or cover cloth glued into place with latex.

After all this is done, the rug is then rolled, wrapped and returned to the customer. A large rug should not be folded. The crease might show and it might not lie flat when it is relaid.

No matter how carefully washable rugs are handled, I suppose sooner or later something will go wrong. And when it does, there is not only a very sizable claim to settle but, most unfortunate of all, a very dissatisfied customer to pacify.

Maybe you can afford to mix colors, but we sure can't—not at \$60 per mix, anyway. That's what it cost us for just one slip-up we made. We have a rule not to mix colors, but one day one of the boys in the washroom thought he would save a little time by putting a yellow shag and a pale green shag both in the same washer. We didn't realize there was anything wrong till the irate owner of the yellow

rug called and said her rug no longer matched the others of the set. To pacify her, we paid \$60.

Controlling shrinkage

Shrinkage can be a major problem, too. A few makes—such as Wunda-Weave—are preshrunk in large drying tumblers at the mill. Most makes are not, however, and it isn't uncommon to find a 6-inch shrinkage in a 10-foot length. If the rug is not to be used wall-to-wall this isn't serious, but on a wall-to-wall carpet it's very serious. Of course, the main thing is to let the customer know beforehand that it is possible for her carpet to shrink, so that she will thoroughly understand the problem.

I've been told that an unscrupulous carpet dealer can gain as much as 5 percent in length on some loose-weave carpets, simply by giving them an extreme stretch when they are laid. You can guess what happens to a carpet that has been handled this way when it's taken up and washed. If it doesn't shrink at all when it's washed, you're still about 5 percent short when it's ready to be relaid. And if it does shrink about 5 percent, you wind up with about 9 feet of carpet for every 10 feet of floor to be covered. That's when the trouble starts.

We have an office in our plant that is furnished with an excellent grade of rayon tufted wall-to-wall carpeting. When it needed cleaning the first time we tried to clean it "on location," but didn't have much luck. The long loops caused such a drag on the cleaning machine that it was soon overheated. Well, we had to get the carpet clean some way so just to see what would happen, we took the carpet up off the floor and gave it a good, hard machine wash. We hung it up to dry and then even fluffed it in a heated tumbler. The original size of the carpet had been 9 by 14, and after this extremely hard wash it shrank only about 4 inches in length and about 3 inches in width. We called in a professional carpet layer just to see if he could get enough stretch out of it to cover the floor and he said that he could easily.

The point is this: You just cannot tell how much a rug is going to shrink. We gave this good-grade rayon carpet a harder wash than it probably should have had, yet the shrinkage was not excessive. On the other hand, you can take a poorer grade of carpeting, give it an easy wash, and still wind up with a terrific amount of shrinkage. It might never be possible to stretch it back to its original size. That's something the customers definitely should know about before they have their

rugs washed, and we certainly try to get it across to them.

Another source of irritation to the customer is to have a rug come back in such a condition that it won't lie flat on the floor. If the rug is perfectly straight and smooth while drying this won't happen. If a rug is spread out over some boxes or floor trucks and dries in a contorted position, chances are that it won't flatten out too well when it's put back down on the floor.


The worst kind of a rug to try to keep flat is the oval-shaped braided rug. They'll nearly always buckle in the center if they aren't handled very carefully. The best way we've found to control buckling in this type is to center it on the rug pole, then stretch it in all directions when it's in position, taking care not to break threads that hold the braids together. After it's dry, roll it tightly. Don't fold it. It will buckle every time if you fold it. Some of the thinner braided rugs can be run through the flatwork ironer. This process helps them a great deal.

It goes without saying—don't try to wash rugs that just shouldn't be washed. Watch out for anything with a hard, stiff backing or ones where resin or other hard substances have been used. Some rugs are made of a mixture of cotton and paper and the paper filling dissolves when the rug is washed. It's rather disappointing to a housewife to send in a rug to be washed and have it come back to her nothing but a ball of yarn.

We have some regular customers now who had never sent anything to a commercial laundry until we handled their large washable rugs. One housewife said that she couldn't afford not to send us her sheets and shirts, just to see what we could do with them, after we had done such a good job on that dirty old rug. She's been a regular laundry and cleaning customer now for almost two years.

So we know there's gold in those washable rugs. How much gold is up to us in the laundry industry.

Before we can find that gold, here are some questions that need answers. Who can and should do the missionary work with the mills, dealers, layers, customers, etc.? How far should we go in our advertising claims? Should we offer the complete service that we know the housewife will want—taking up, repairing, relaying and dyeing, if desired? This washable-rug industry, like uranium mining, is in its infancy. Laundries should certainly be able to develop and promote it. If we don't someone else surely will beat us to this new market. □□



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Upper-management group included (left to right): Henry Sieminski, Hessler Laundry, Paterson; Edward Southward and Walter Busch (observed), Union Imperial Laundry, Newark; A. L. Brown and Max Nadel, Hamilton Laundry Service, Rahway; James Sagorka, White Laundry, Passaic; Leslie W. Cross, instructor; A. E. Gelnow, Jr., Westwood Laundry, Westwood; Lewis Greenspan, Bloomfield Laundry, Bloomfield; Gerald Keller, Majestic Laundry, Newark; and Sam Swerdloff, Emerson Laundry, Elizabeth

New Jersey Operators Are

Training Supervisors To Supervise

By JAMES A. BARNES

ARE YOUR SUPERVISORS trained to supervise? If not, would you be willing to expend a little time and money to make them better trained to perform their supervisory duties?

These questions were asked members of the New Jersey Laundry & Cleaning Institute by their executive secretary, Harold C. Buckelew, in January when he sounded them out with regard to their interest in an Institute-sponsored supervisory training course. Replies to the questionnaire were so gratifying that the six-week educational program got under way the first of February on two different levels. One set of classes was conducted for two hours every Wednesday evening for first-line supervisors; the other was held for a like period of time each Monday evening for those at the upper-management level or executives.

Consolidated Laundries Corporation of New York City held similar classes for the supervisors and managers in its New Jersey plants last November and December with the cooperation of the Institute of Management and Labor Relations at Rutgers

University, New Brunswick, New Jersey. It was this program which the New Jersey association adopted.

Ten laundries enrolled 22 supervisors and 10 managers in the Institute course which was instructed by Leslie W. Cross, training supervisor at the Bayway refinery of the Esso Standard Oil Company. Mr. Cross is a member of the American Society of Training Directors and the National Association of Training Directors. Because of his interest in the field of supervisory training, he devotes a number of evenings every week to work with men from other companies as a member of the instructional staff of the Rutgers group.

University cooperates

Because Rutgers University is a state-aid university, its industry cooperative training is offered at a very nominal cost. The University charged \$2 per student per course and the laundry institute added \$1 to cover its promotional costs. Thus the entire cost per student was \$3 or 50 cents per

evening—reasonable enough for any member laundry, large or small, to afford.

The first-line supervisor's course consisted of the six following subjects, an evening's session being devoted to each:

- What Is the Job of Supervision?
- What People Are Like
- Induction and Training
- Making Decisions and Giving Orders
- Discipline
- Handling Complaints and Problems

We attended the session on Induction and Training at which Mr. Cross and the group talked about starting the new employee off on the job. During the first hour it was decided by the group that the time and effort spent in getting a new employee off to the right start will pay off in the months and years to come in better performance on his part and less trouble for the supervisor. The second half of the session was devoted to dis-



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Yes, Consolidated Laundries Corporation, like many other laundries, have learned through happy experience, that Cummings-Landau equipment does the job best! They, as well as other users of C/L equipment, know of the big savings in power, water, supplies, and time of washing, without sacrificing quality! They know, too, that Cummings-Landau washers are so sturdy and simple that maintenance costs are virtually zero! That's why we receive so many repeat orders.

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cusssing various training procedures.

It will be noted that we have not used the word "lecture." We have called the sessions "discussions," which is exactly what they were. Actually it would not be remiss to refer to them as seminars, inasmuch as each student is encouraged to report on his or her own experiences and contribute original ideas to the rest of the group. Here is where the true skill of the instructor comes into play. He does not lecture. He skillfully stimulates discussion, encourages each student to express himself and guides the talk in such a way that the entire group bene-

fits from the interchange of experiences.

What the course contained

The course for those at the upper-management level started off with an evening devoted to a discussion of the tools and resources of management; manpower; the relationship of responsibility to authority, and the management functions of planning, organizing and coordinating. The subjects covered at the next two meetings were the same as those discussed on the second and third evenings of the first-

line supervisor's course. On successive evenings the management group discussed communications, types of leadership, and management-union relationships.

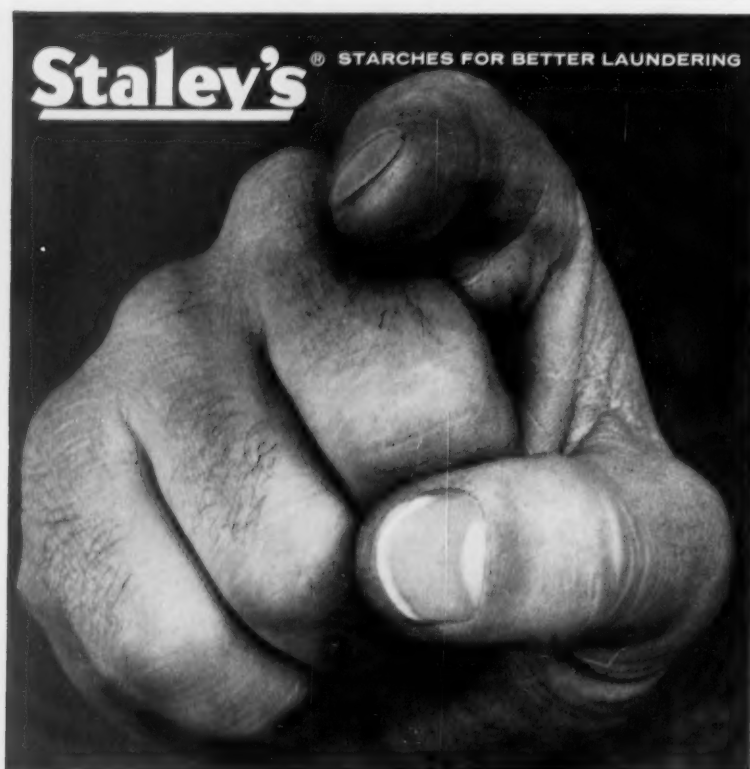
Arthur Gelnaw, Jr., of Westwood Laundry in Westwood, New Jersey, summed up his reaction to the course by saying that, while the subjects discussed appear to many executives and supervisors to be the very elementary "things that we all know," the real advantage in attending came from the fact that the groups were kept small enough so a free and informal exchange of thinking on these subjects was possible. He attended the executive sessions and two of his superintendents attended the first-line supervisor's course. He now intends to sit down with the two superintendents for a series of frank discussions of what they learned and how best to put the lessons to practical application in the plant.

Many schools can help

In reply to our question as to whether there are enough organizations throughout the country offering this type of supervisory training to enable laundryowners or groups of laundryowners everywhere to set up similar programs, we were enlightened by Robert W. Dingman, extension associate in the management program at Rutgers. He says that most colleges and universities, particularly larger ones and public ones, probably have someone to put on the type of training program Rutgers offers. Many schools have an organization comparable to the one at Rutgers, usually called a labor relations institute.

Schools not having such an organization may offer these services through the Industrial Management Department or departments in related areas. The major variation is not in whether these services are available but to what degree they are regularly offered and how much is charged for the service. Cornell University at Ithaca, New York, and Rutgers are the only schools Mr. Dingman is aware of which have labor-management institutes that are completely subsidized by their state governments. Many schools may have to have their tuition cover all of their costs, including overhead, in which case another logical direction in which to turn is the extension division of a college or university in a given town.

The New Jersey experience has demonstrated that a little ingenuity can uncover an effective way to train supervisors to supervise if those laundryowners who profess an interest are sincere. □□



Now! Get 37% more work from every starching dollar with Staley's Cameo® Starch

Non-congealing, 5 oz. Cameo Starch cooks faster, penetrates deeper . . . costs less to use!

Yes! Now, with Staley's economical 5 ounce Cameo Starch, you can finish 5 shirts for every 3 you used to do the more expensive 8 oz. way. Non-congealing Cameo Starch cooks to a satiny smoothness in just 5 minutes, holds even fluid consistency until used, and penetrates fabrics evenly, thoroughly. Start now getting more from your starching dollar with Cameo. See your Staley representative now for more information.

A. E. Staley Manufacturing Co., Decatur, Illinois

CAMEO[®]
LAUNDRY STARCH



Letters to the Editor

Plant Tours Boost Business for Cumberland Laundry

Dear Editor:

You are to be complimented on the fine educational and interesting articles that appear in your magazine month after month. You bring new ideas and inspiration to the industry.

One of your articles on plant tours was of great interest to us, and with a variation these tours are proving to be one of the finest ways to get across to the people here in Cumberland (Maryland) the story of our service and quality.

We conduct our tours twice a week, two tours a day. There is a 50-cent-per-person donation to whatever organization is sponsoring the tour. Each visitor is given a gift certificate for the laundry, and we are considering giving a gift certificate on drycleaning too.

There has been no advertising promotion on these tours, but we are signed up for the next two months, and reservations are still being made.

Tours conducted in this manner spread the cost over a number of months. The groups average approximately 25 people. This group is then divided into three groups, and each one is personally conducted through the plant, receiving a complete explanation of our laundry, rug and drycleaning operations.

The comments we hear after the plant tour convinces us that more people know less about this business than any other, and recently we found that 50 percent of our coupons were being used. The tours are also reselling our present customers. They are more tolerant and feel much more confident about sending their work to us.

You have probably read about Cumberland's critical economic condition. A recent survey showed thousands of unemployed in our area, and our plight has been mentioned in congressional discussions. Incidentally, our sales are increasing, and there has been no price change or new service responsible, just selling.

Enclosed is a sample of our laundry and drycleaning gift certificates. Mr. George M. Young, president of The Crystal Laundry, is responsible for developing this method of handling plant tours.

EUGENE V. McCUNE, General Manager
The Crystal Laundry Co.
Cumberland, Maryland

Laundered Free!

3 shirts or
2 sheets and 2 pillowcases

This card entitles the addressee or any member of his household to have 3 shirts or 2 sheets and 2 pillowcases laundered free of charge. Offer is good for two weeks from mailing date on opposite side of card. Pick-ups will be made on Thursday and Friday only.

Select 3 soiled shirts (dress or sport type) or 2 sheets and 2 pillowcases.

Tie them together and attach this tag.

Call The Crystal Laundry at 936 and ask for a driver to stop for your free laundry. Tell the operator where you will leave the bundle. You do not need to be home to send or receive your laundry.

We certainly hope you'll be pleased with the work we do and that you will call us again for fine laundering service. If you are already a customer of our laundry we will honor this card when sent with your regular bundle.

The CRYSTAL Laundry Co.

LOOK



more advertising to build business for you

Eye-catching, humorous ads like these will continue in 1955 to make the 'Yellow Pages' of the telephone directory the nation's Buying Guide.

Hundreds of people in your area will be seeing ads like these every month in 17 leading magazines including the Saturday Evening Post, Life, Look, Better Homes and Gardens, Collier's and Coronet.

Be sure to tie in with the selling power of this advertising. Use the 'Yellow Pages' to reach families with complete information about the type of laundry work you specialize in.

Suggestion: Your Classified Telephone Directory Representative will be pleased to help you plan your 'Yellow Pages' advertising. Call him at your telephone business office to reach more prospects.



THIS EMBLEM REFERS PEOPLE TO THE 'YELLOW PAGES'

GUIDE TO:

CONSTRUCTION and REMODELING of

drycleaning plants, call offices and stores

*An editorial "first in the field"
with full, authoritative, down-
to-earth facts on how to modern-
ize, build, expand, remodel...
for greater efficiency, more
business, higher profit!*

PARTIAL CONTENTS OF THIS SERVICE FEATURE:

**HOW TO DO BUSINESS WITH
ARCHITECTS AND BUILDERS**

HOW TO ESTIMATE COSTS

PRELIMINARY PLANNING

THE BUILDING ITSELF

PLUMBING AND HEATING

**LIGHTING AND ELECTRICAL
EQUIPMENT**

THE CALL OFFICE

FIXTURES

COOLING AND VENTILATING

PLANTING AND LANDSCAPING

All this is in the

**NATIONAL
CLEANER & DYER'S**

1955

GUIDEBOOK

ISSUE

PLUS

*A wealth of how-to information
on Plant Operation
and Plant Production*

PLUS

*Complete, indispensable data
on sources of equipment
and supplies*

An answer to one of the industry's

TOP-PRIORITY

NEEDS

Coming in June-

the 1955 Edition of the National Cleaner & Dyer's famous

GUIDEBOOK

OF THE DRYCLEANING INDUSTRY

**With the Drycleaner's Only COMPLETE Buyers' Guide
For YEAR-ROUND Reference**

Look for these detailed where-to-do-business features:

CLASSIFIED DIRECTORY —listing all kinds of drycleaning equipment and supplies **by product** . . . with manufacturers of each. . . . A **CONSTANT, EASY-TO-USE, READY REFERENCE ON WHO MAKES IT AND SELLS IT**

TRADE NAME DIRECTORY —alphabetical listing of **trade name products** and their manufacturers. . . . A **QUICK MEANS OF TRACKING DOWN THE SOURCE OF "TRADE NAME" EQUIPMENT AND SUPPLIES**

MANUFACTURERS' DIRECTORY —alphabetical listing of manufacturers and their home office addresses. . . . **FULL INFORMATION ON WHERE TO CONTACT COMPANIES LISTED IN THE CLASSIFIED AND TRADE NAME DIRECTORIES**

LOCAL BUYERS' GUIDE —geographical listing of manufacturers' branch offices, distributors and jobbers . . . with addresses . . . arranged by states and cities. . . . A **PRACTICAL DIRECTION-FINDER FOR CONTACTING THE NEAREST SOURCES OF EQUIPMENT AND SUPPLIES**

DETAILED BUYING INFORMATION —supplied in display advertising and in informational ads throughout the Classified and Geographical Sections. . . . **PROVIDING AN OPPORTUNITY FOR LEADING MANUFACTURERS AND SALES ORGANIZATIONS TO STATE SPECIFICS ON THEIR EQUIPMENT, SUPPLIES AND SERVICES.**

AND

YOUR OPERATING GUIDE — page after page of charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Up-to-the-minute reference material for day-in, day-out easy application by all plant executives.

AND

THE GUIDE TO CONSTRUCTION, DESIGN AND REMODELING OF DRYCLEANING PLANTS, CALL OFFICES AND STORES

by the NATIONAL CLEANER & DYER,

Published by the Trade Papers Division of the Reuben H. Donnelley Corporation.

**304 East 45th Street
New York 17, N. Y.**





Thirteen-girl shirt unit helped Little Falls Laundry overcome problem of training new girls without hampering production of more experienced, faster operators. Plant is air-conditioned throughout and has continuous year-round maintenance program

Little Falls Management Offers Solutions to Four Production Problems

*Unusual innovations are used to increase the efficiency
of washroom, flatwork, shirt and blanket departments*

THE MOST UNUSUAL feature of the Little Falls (New Jersey) Laundry production department is the 13-girl shirt unit which was set up by Samuel Vander May in 1951.

The whole idea was implemented at a time when labor was scarce and the training of new girls posed a major production problem. Putting a new girl in the standard unit with more experienced operators had the undesirable effect of reducing production since output was governed by the speed of the slowest operator in the unit. Where, for example, a 3- or 4-girl unit could usually produce about 1,000 shirts per day, the production

By HENRY MOZDZER

could easily fall off to around 600 shirts in the same period;

The chief advantage of the 13-girl unit is that it allows management to train new girls on the various operations without slowing down more experienced operators. Also, in the event of absenteeism, the help from incomplete units can be put on this large unit without losing production. The whole unit is tied together with a conveyor and each operator works independently, at her own best speed. Here's the way it's set up:

The equipment in this outsized unit consists of five cabinet sleeveers, eight triple-head collar-and-cuff presses, four automatic body presses and four folding tables.

The unit can be operated with as few as 5 and as many as 13 girls. It is most efficient when operated by a team of 10 girls. In the latter case, two operate four cabinet sleeveers, two work six triple-heads and one girl is assigned to each of the three body presses and three folding tables.

In order to keep the triple-heads in as small an area as possible to minimize walking, Little Falls built its own equipment with the collar press

Why it pays you to use . . .

Whitehouse



the Miracle Cover Cloth

Now that DEXCO covers have been thoroughly tested in commercial service by leading laundries and dry cleaners everywhere, users are reporting more remarkable results than ever before!

And these results mean LOWER COSTS—important savings which *you* can have if you use these 100% Dacron covers.

- On Chest Type Ironers, users say DEXCO covers outlast cotton at least *eight times*. What could this mean to *you*?
- On Chest or Cylinder Type Ironers, DEXCO offers greater heat resistance and protects the padding—permits you to improve the quality of your work.

If you haven't done so, try DEXCO covers; see what you save! Available in 90 inch (chest type) and 70 inch (cylinder type) widths.



Continued Leadership through Constant Research

WHITEHOUSE NYLON PRODUCTS

360 Furman Street

Brooklyn 1, N.Y.

*Reg. U. S. Pat. Off

April 15, 1955

25



Closeup of 13-girl unit shows two folders and floating repair girl. Folded shirts are placed in split containers at lower left and pushed along roller conveyor to nearby assembly area. Note housing for these containers is provided with trip flaps to count finished shirts

set above the cuff. This makes the press only a yard wide and three of them make a compact unit, within easy reach of the girl.

Three more girls can be added to the unit by opening up the extra body press and the extra sleever which is a part of a combination collar-cuff-and-sleeve unit. Two girls are thus occupied in the finishing operations and the third is put to folding.

The unit is some 35 feet long and is tied together with a gravity-fed rail which welds the layout into a whole. Inverted T-shaped hangers are suspended from the rail to convey the shirts from one finishing operation to the next. The rail slopes gradually from the damp box through the unit to the folders. The hangers are then raised by a motor drive mechanism to a height of several feet, released, and circle the unit back to the damp-box station under their own momentum.

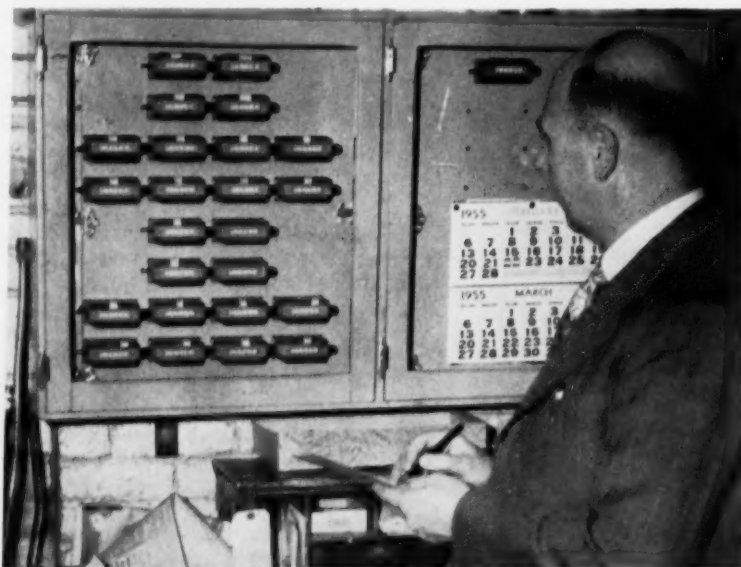
It would be misleading to say that the unit has brought about spectacular results. Because of its complexity, it requires more direct supervisory control. Individual shirts receive a good deal more handling, and are more apt to become soiled. Furthermore, the shirts have more time to dry out, which means that they have to be

sprayed and it takes longer for the operator to dress a shirt.

But, the 13-girl unit has served a definite purpose. With a mixed crew of average operators and trainees, Lit-

tle Falls gets 30 to 35 shirts per operator hour out of the unit. With good operators it is possible to get an average 40 to 45.

The Little Falls shirt department



Master panel gives up-to-the-minute count of individual operator production in the two out-sized units used at Little Falls. Indicators are wired to presses and register as press closes

**Why it
pays you
to use...**

ROK-RIB

Nets

Outlasts any net we ever tested

Here is a heavy duty laundry net specially constructed to withstand the longer and severe washing formula often used for white work. ROK-RIB is tough! Its open weave construction permits easy pinning at any point in the net. The design gives unusual strength in the depth of the net which gets the greatest strain.

In short, this 100% Du Pont nylon product is carefully engineered to give you the longest wear of any net our laboratories have ever tested. Available in white and five fast colors.

● *Continued Leadership Through Constant Research*

WHITEHOUSE NYLON PRODUCTS

360 Furman Street

Brooklyn 1, N.Y.

One-pass ironing made possible by combining cylinder-type iron with 4-roll chest-type has saved 30 percent on flatwork production time by practically eliminating re-runs



has a staff of 38 shirt finishers who produce between 40,000 and 45,000 shirts per week. The company constantly experiments with many different units and arrangements, to give its customers the finest quality shirt possible. At present it is working with a 3-girl unit putting in an extra triple-head press to insure a perfectly dry collar.

One-pass flatwork finishing

Some time ago, the Little Falls management study revealed that approximately 30 percent of the flatwork production time was consumed in processing go-backs—items which had to be sent through the ironers a second time because they were not sufficiently dried on the first pass.

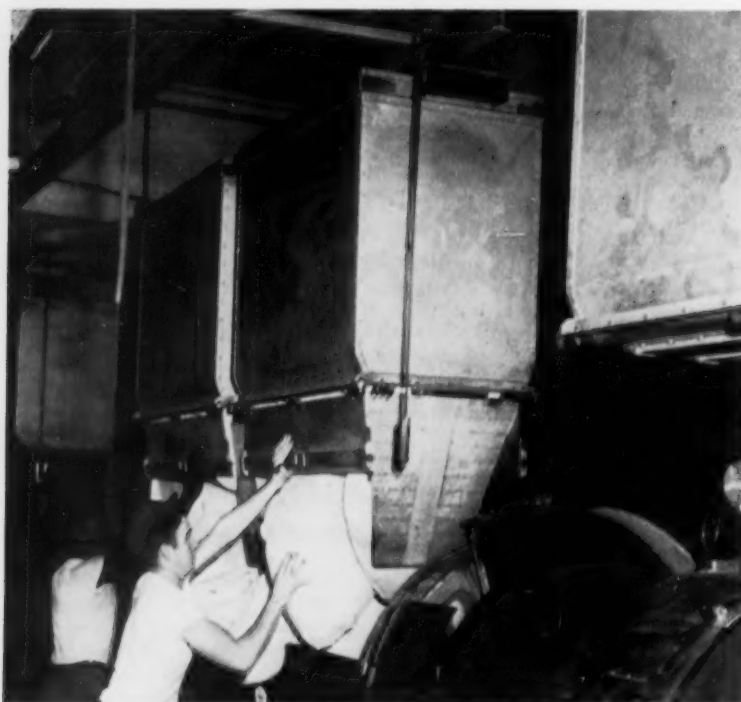
To minimize this lost time, management rigged up a system which irons flatwork material on both sides at a single pass. This means perfect drying on pillowcases and any but the heaviest items.

This was accomplished by hooking up a 4-roll chest-type ironer in tandem with a cylinder-type ironer and linking the two with a single continuous apron.

Aside from speeding the finishing operation (the apron travels at a speed of 42 feet per minute), this conversion resulted in some other significant changes.

Where the flatwork department was formerly staffed with 60 girls and 12 standard cylinder ironers, it is now operated by 48 girls—six to each of the eight combination units.

The conversion also resulted in gaining much needed floor space for the curtain and blanket finishing department. Which brings us to another interesting Little Falls innovation . . .



Box-car conveyors with drop bottoms simplify loading of sixteen 42-by-96-inch dump washers. This labor saver runs from second-floor marking department to first-floor washroom

The conveyORIZED drying room

The curtain and blanket department is equipped with a conveyor carrying 31 aluminum stretcher frames. It is mechanized with a variable-speed motor which moves the frames in and out of the 15-by-30-foot (forced-air) drying room at a predetermined speed. Control is important since flimsier items will require much less drying time than blankets, which may require 35 to 40 minutes in the drying stage.

The overhead tracks form a square which allows the hanging and drying

SAVE

\$70-\$80-\$90 or MORE each week.

Increase production and reduce labor turnover with "A" SPREADER

Increase efficiency; reduce idle time of feeders and folders.



This machine enables

ONE Operator to "spread" and deliver to the ironer feeders, more sheets per hour, than 3 to 4 hand shakers.



This IS THE BACKBONE of Mechanized Flatwork



THE SAGER "B" SPREADER

This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed and in larger lots.

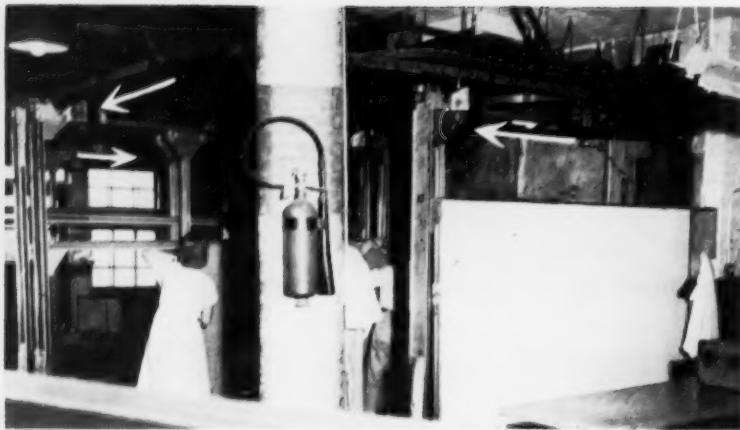


ONE Operator does the work of 2-3 hand shakers; with less effort and higher efficiency. There is NO lifting of heavy loads, 80-90 sheets are quickly and easily transported to the ironer feeders on each of three RACKS.

Increased employee efficiency. Idle time at the ironer greatly reduced. Labor turnover reduced. Your SPREADER Operator becomes a machine operator. INSTALLATION quickly and easily made. Independent of the flatwork ironer. Model "B" can be PLUGGED into the lighting circuit.

Manufactured by M. A. POCOCK

**1234 Central Ave. N.E.
Minneapolis 13, Minn.**



Mechanized dryroom speeds processing of blankets and curtains, enabling two operators to turn out as many as 45 blankets an hour during peak season

operations to be performed in an area roughly 30 by 30 feet. Thanks to mechanization, two operators produce 35 to 40 blankets per hour during the height of the blanket season.

"Box-car" conveyors

Another interesting aspect of the Little Falls production setup is its system for carrying work from the second-floor marking department down to the washroom on the floor below.

This is accomplished by the use of huge metal containers (measuring 46 by 26 by 38 inches) which are air-hoisted to a system of overhead tracks.

There are 75 of these "box car" containers, each capable of holding about 200 pounds of work. They are moved to a well in the floor and lowered by cables to a second set of tracks which run over the wheels in the washroom. Two of these loaded containers are kept over each of the sixteen 43-by-96 dump washers at all times. (Little Falls also has 14 other wheels in ad-

dition to those mentioned in assorted sizes.) Drop-out bottoms on all containers facilitate loading the wheel for the next run. The wheel is raised and the bottom of the basket opens in such a way that the loads are funnelled into the open washer.

There are actually five sets of overhead tracks which are used as follows: Three carry whitework and one carries shirts; the other is used to return empties to the marking department. Fugitive materials are handled quite simply by dropping them down chutes to the washroom below.

Each whitework container is weighed before it is lowered to the washroom. Approximately 130,000 to 135,000 pounds of white work are processed here in one week, exclusive of shirts and fugitives on which no records are kept.

The 16 new unloading washwheels and the installation of this conveyor system have resulted in faster handling and freed five to six men for other more vital chores. □□

The Little Falls Laundry Co. was founded in 1912 as a wet-wash concern and has grown steadily through the years until today it is one of the largest retail laundries in the country.

The firm employs some 600 persons, including 90 route salesmen who cover the greater metropolitan area of New Jersey. In addition to laundry, its customers may avail themselves of drycleaning, storage and rug cleaning services at either the main plant office or at any one of its six stores.

The firm is owned and managed by a five-man board of directors consisting of Nicholas, Samuel and George Vander May, Russell Van Tatenhove and Robert Archibald.

Mr. Archibald, a former World War II naval aviator, is one of the three directors under 40 on the Little Falls board and holds the position of sales manager. This year he addressed the annual AIL Young Men's Conference at Chicago, speaking on the general subject of "Good Management."

"Good Management," by Little Falls standards, he explained, meant, "getting desired results and still being able to show a profit."

Some of the most important considerations of good management involve the problem of increasing sales, improving labor-management relations, reducing expenses and maintaining customer satisfaction. Mr. Archibald told in detail what efforts were being made along these lines at Little Falls. A few of the most unusual solutions to common production problems which lend themselves to photographic treatment are presented here.



Regular meetings with supervisors and employees in cafeteria of company-owned bowling alley prove of mutual benefit to labor and management alike. Bob Archibald is at extreme right



Galveston Model Laundry goes Automatic with Trumatic! Ups production! Cuts Staff by Five!

Galveston Model Laundry, Galveston, Texas, does a large volume of family bundles. Since they went automatic with an American 4-FS (Family Service) Trumatic Folder, all family flatwork is now quickly and efficiently ironed and folded *in less time, with five fewer operators!* Naturally their production has gone up, and the quality of work has improved.

The Type 4-FS Trumatic automatically folds pillow cases, towels and other small flatwork from family bundles. As larger pieces—sheets and table cloths—are fed to ironer, the Type 4-FS Trumatic transfers *automatically* to single-lane operation for neat folding of large linens. What's more, the Type 4-FS Trumatic can be operated with your present ironer.

For all the dollar-and-sense story, write for Catalog AD 759-002, or call your American Representative. No obligation, of course.



You can depend on your American Representative. Rely on his advice in your selection from the complete American Line of equipment. Backed by our 87 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance any time... no obligation.

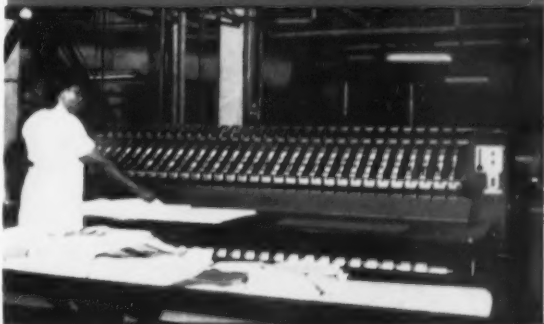
World's Largest, Most Complete Line
of Laundry and Dry Cleaning Equipment

American

The American Laundry Machinery Company, Cincinnati 12, Ohio



Operators feed family-bundle flatwork to Super-Sylon Ironer equipped with 4-FS Trumatic Folder, at Galveston Model Laundry. This installation released five operators for other duties.



Operator working at steady but non-fatiguing pace, crossfolds family-bundle flatwork as it comes from American 4-FS Trumatic Folder. Conveyor in foreground takes finished flatwork to wrappers.



Miniature shirts, wrapped in cellophane, make a novel counter display. Miniature blankets can also be prepared on a poster to stimulate point-of-purchase sales

PART XI

Point-of-Purchase ADVERTISING

By ROBERT M. PLACE

WHEN A CUSTOMER steps into one modern laundry call office in California, soft music is playing from concealed loudspeakers. An attractive counter girl asks his name, checks his file card, and tells him the charges for the bundle he is picking up. While he is getting out his money, she walks back into the rear of the call office to get the bundle—a procedure which may take as long as a minute.

In walking back the counter girl steps on a rubber floor mat which trips a mechanism that starts a 30-second "commercial" over the loudspeakers. The customer, waiting, is a "captive" who listens intently to the sales message—a description of next week's special, wool blanket washing. As he listens he notices a woolen blanket on display, wrapped in cellophane, clean, soft, fluffy.

That night as he goes to bed, he is conscious for the first time that the blankets on his bed are matted down and actually a little dirty. He says to his wife, "They're having a special on wool blankets at the laundry next week. Might be a good time to change them." And so another sale is born!

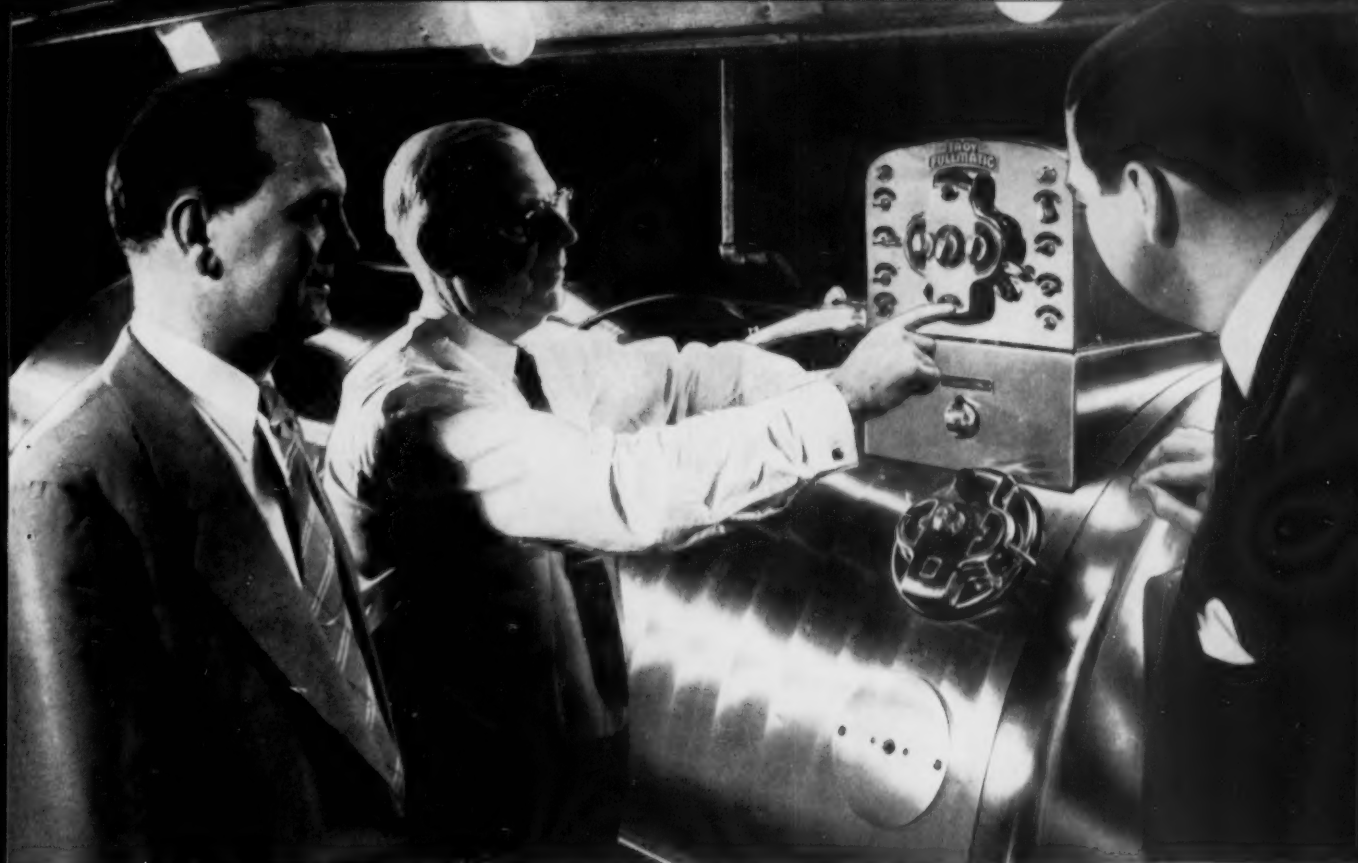
Because the laundry industry deals entirely with services rather than tangible merchandise, display advertising in call offices and stores tends to be a neglected sales opportunity. Yet when properly used it can be very effective advertising, not only in the store but on the routes.

In ordinary merchandising, such display advertising is often called "Point-of-Purchase" advertising, or P-O-P, and it leads to the impulse buying of a great deal of extra merchandise. Window displays, display cases, counter cards, posters, even the packages themselves are utilized by retail stores for on-the-spot selling.

On the other hand, many laundry call offices are drab, uninteresting holes-in-the-wall with little effort given toward increasing sales.

Store promotions similar to those used by retail merchandisers can be enlarged by laundries, and most effectively will bolster sales and create new call-office traffic. The modern department store, for example, starts the

(Continued on page 36)



Could you cut production costs by modernizing your washroom?

Are your washing costs as low as they ought to be?

If they aren't, it may pay you to consider some new labor-saving equipment. Troy now offers a complete line of stainless steel washers ranging in size from 28" x 15" (25 lbs. capacity) up to 42" x 96" (400 lbs. capacity). These Troy washers are available with "Slide-Out" or open pocket cylinders and with automatic, semi-automatic or manual controls.

FREE SURVEY SERVICE

How can you tell if new washers would reduce operating expenses in *your* plant? And how long would it take to amortize the investment? You can get an unbiased

answer to these questions through Troy's free Survey Service. A trained Troy man will check the condition of your present washroom equipment, the volume of work processed, methods of handling and other pertinent factors. Then he'll compute what your costs would be with new washroom equipment. In many cases, such surveys show that new machinery will pay for itself in a short time. On the other hand, if potential labor savings in your plant don't justify the investment, your Troy man will tell you so.

Don't you owe it to yourself to find out? There's no charge or obligation for this free Survey Service. Just mail the coupon today.

Troy

LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
East Moline, Illinois

"World's oldest builders of power laundry equipment."

MAIL
COUPON
TODAY!

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
Dept. 5LJ-455, East Moline, Illinois

- ☐ I wish to take advantage of your free Survey Service.
This does not obligate me in any way.
- ☐ Send free Catalog YW-35-53 on Troy Laundry Washers.

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

ATTENTION OF MR. _____



They're here—the most modern trucks on the road—ready to tackle your toughest hauling and delivery jobs! Ready to perform faster, better and with new cost-cutting economy! Look at the many new light- and medium-duty advances ready to work for you right now!

New Work Styling—a new approach to truck design! Here are the first light- and medium-duty trucks with their own individual styling to fit the job. New panel truck design is especially fresh and functional!

New "high-voltage" engines — with a new 12-volt electrical system and many more advances. Count on quicker, surer cold-weather starting—and finer going.

New Flite-Ride Cabs—with a new Sweep-Sight windshield (a wider, safer view!) . . . new concealed Safety Step running board . . . and broader, softer seats in a more durably constructed cab.

MOST MODERN TRUCKS

NEW CHEVROLET *Task-Force* TRUCKS

New frames—many times more durable, and of 34-inch standard width to accommodate special body installations. These new frames have completely parallel side members and greater strength and rigidity.

New suspension—both front and rear, provides a smoother, more stable ride—a ride that's more comfortable for the driver and far easier on the load.

New Power Steering, Power Brakes—optional at extra cost for all light- and medium-duty models. Make driving easier—reduce driver fatigue—in city traffic and for long hauls as well.

New Overdrive, Truck Hydra-Matic—Overdrive now available as an extra-cost option on $\frac{1}{2}$ -ton models! Truck Hydra-Matic on $\frac{1}{2}$ -, $\frac{3}{4}$ - and 1-ton jobs!

Tubeless tires—at no extra cost on $\frac{1}{2}$ -ton models—for greater blowout protection!

And announcing the new Cameo Carrier—the first really beautiful truck ever built. You've never seen anything like it before! Your Chevrolet dealer will be proud to show it to you along with the complete new Task-Force line. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

EVER ANNOUNCED !



April 15, 1955



Glass-enclosed showcase in this call office features customer-owned articles processed by the deluxe finishing department. Each item is wrapped in cellophane and the decorative motif is changed periodically. This time it was Valentine's Day

(Continued from page 32)

New Year with Store-Wide Clearances, followed immediately by the January White Sales. From here on there's always a storewide promotion going on—Spring Fashions, Sun and Surf Days, Anniversaries, Month-End

Sales, Winter Carnivals and, if the advertising manager can't think of anything else, special days to honor the store manager, seasonal tie-ins and holiday motifs.

The same techniques can be applied to your call office. Dignity is

often another name for stuffiness, so throw it to the winds and festoon the front of your building with pennants and banners, streamers and moving color. Find an appropriate theme and feature it in temporary decorations.

Here's a drive-in call office featuring the football season. White goal posts have been erected in front of the plant across the parking area, and colored plastic pennants wave in the wind to attract the attention of passersby. A large sign like a scoreboard lists the local high school and junior college football games of the week, carrying the scores after the game. Almost everyone in town is interested in how the local teams are doing, so they slow down and read the scores as they pass the call office.

Inside the call office, large pennants advertising a sweater special are pasted to the front windows, and from wires across the ceiling hang colored paper footballs which open out like the old-fashioned paper Christmas bells. On the back wall of the call office are school pennants, mounted in an array of colored autumn leaves. Call-office personnel wear chrysanthemum corsages with sweaters and skirts, and look as though they were about to go to a football game.

There's an air of excitement and adventure and youth in this call office. A roll of corrugated display paper depicting football players has been run high on the back wall to tie the whole scene together. Of course, sales go up!

They can draw crowds

There's always something doing in this plant's call office—and both men and women like to visit it to see what's up! Parents, teachers and high school kids are pleased with the display because the laundry is honoring their team and that makes them important people. It's a natural for fall sport clothes, and sweaters come flooding in to be cleaned.

This is point-of-purchase advertising that draws in the crowds. During the past year this particular plant has had one promotion after another—a Fall Fashion Festival with a carnival theme around Halloween time, a Spring Flowers promotion which drew in new customers to receive free flower seeds and "time for planting them" because the laundry did the work, a tropical summer promotion with fluorescent fish-like mobiles floating overhead, Christmas decorations, and others.

The same sort of store decorations, the same sort of promotion, the same air of excitement that draws custom-



The window behind this sales counter is fake but it serves to illustrate at the point of purchase the beautiful finishing of curtains and draperies offered by the plant

For higher PROFITS

Thru
Longest net life
Greatest wash load
Finest washing

FABLOK PREMIER NYLON NETS

- * LOCK-KNITTED... no run, no ravel
- * OVERSIZED... to compensate for shrinkage
- * HEAT-TREATED... makes nylon tougher
- * 9 COLORS... easy classification

See For Yourself Why So Many Laundries
Prefer FABLOK. We'll be glad to send
you a sample FABLOK Premier Nylon net
FREE—and the name of your exclusive
FABLOK distributor.


FABLOK **MILLS, INC.**
46 Cordier Street
Irvington, New Jersey

*Trademark FABLOK Mills, Inc.



Store windows like this one can be effective point-of-purchase stimulants if they are decorated attractively, kept immaculately clean and changed frequently

ers by the thousands to Macy's and Sears and every other strong merchandiser can be used by the laundry in its store and call offices.

Some plants use shadow boxes set into the walls or display cases like those in retail stores to create additional customer interest and to sell more customers and more to each customer.

Dramatize your story

Laundering and drycleaning are fascinating subjects to customers and you have hundreds of interesting stories to tell them about your services. A little ingenuity and you can dramatize your story in three dimensions and create a lively display.

Some plants tie in with local retail stores and actually get their display men to install special windows. A small acknowledgment card is all one sporting goods store asked for installing a remarkable window of skis, snowshoes, winter snow fashions and glamor. A flower nursery lent rakes, shovels, wheelbarrows and all sorts of materials for decoration in return for a card in the window mentioning that materials were courtesy of this nursery. Civic affairs, Red Cross, Community Chest, Forest Fire Prevention, public libraries, and other business firms are all sources of interesting materials you can use for display purposes in your store. Tie them into your sales program and you have point-of-purchase advertising that will build bundles.

The most important point to remember in display advertising is that it must change.

Just as your local stores change their windows regularly, you must, also, for the impact of this advertising is in its novelty and timeliness. Just as you would not leave Christmas decorations up past the season, take down your call-office displays at a logical time.

In view of the fact that change is the vital necessity in advertising, it is somewhat impractical to put a great deal of money into your displays. They are temporary, and ingenuity and originality will pay off better than elaborateness.

This fact, as a rule, should be considered seriously in planning signs and general call office appearance. Ac-

tually your call office or store should be a background for various promotions and displays, and like any background should be somewhat plain so that it will blend with your decorations.

This sort of thinking applies also to signs outside your plant. An elaborate and expensive electric sign loses its effectiveness as time passes and it becomes a part of the landscape. Consider that most of the traffic past your call office repeats day after day. No matter how fancy your sign, unless it changes it will lose its advertising value to a great extent within a relatively short time.

Changeable signs

One solution to this problem is to use a marquee-type sign with movable letters so that you can change the message every week or so. Another solution is to use a panel-type sign with metal backing and have a sign painter actually change the sign periodically. In this case it is well to have two panels so that one can be painted while the other one is on display.

Inside the call office it is generally well to have a certain amount of work on display. Samples of shirt work or other specialties can be shown in display cases, of course, and your decorations can show that you are alive. A recent tendency to hide bundles and garment bags behind a partition, while imparting a dignified look to the office, does take away a lot of life and action. People like to trade where there's a crowd—and racks of finished work indicate that you are

Blanket cleansing special "for a limited time only" is featured in this poster conspicuously displayed on store wall and window



"Bunn Tying Machines help keep our 8-hour service on schedule,"

says J. P. Kane, IDEAL LAUNDRY
& DRY CLEANERS, Chicago

"It takes just one operator to sort, wrap and tie the steady stream of laundry which moves through our plant . . . because Bunn Machines make it possible to tie bundles 10 times faster than hand tyers," reports Mr. Kane.

Bunn Package Tying Machines adjust automatically to any size or shape . . . bundle or box. In 1½ seconds or less, each package is securely tied, with just the right amount of twine.

Flat-work or shirts . . . there is no wrinkling and package breakage is prevented . . . because Bunn Machines tie with tension-controlled tightness and exclusive slip-proof knot.

Simple, tireless operation requires no training . . . cuts down labor turn-over . . . eliminates overtime. Bunn Tying Machines can help you cut costs and step up production.

BUNN

B. H. BUNN Co., Dept. SL-45
7605 Vincennes Ave.
Chicago 20, Ill.

GET THE WHOLE STORY

Send today for this fast-packed booklet, which illustrates the many advantages of Bunn Tying Machines. There is no obligation.



MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. SL-45

7605 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet which shows how Bunn Machines can save time and money in my business.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

popular with customers. In an expensive dress shop no merchandise is on display; the salesclerk goes to get dresses to show the customer. In a volume store dresses are displayed on racks where the customer may examine them herself.

While a call office should be nice in appearance, it is a mistake to make it too dull, dignified and dead. You can easily frighten away customers by looking too expensive, too fancy. Keep to the informal, the gay, the friendly. Don't be afraid to post signs around advertising your services and specials. Ask yourself, "Is this just beautiful, or will it sell?"

The two extremes

A study of call offices across the nation indicates that they tend to fall into extremes—the dingy, old-fashioned counter with a few fly-specked old posters around for display, and the chrome and combed-plywood with its functional austerity equaling that of the inside of an electric refrigerator. Don't make either mistake.

Can display advertising be applied to routes? To a certain extent the answer is yes—and the same sort of reasoning applies. Your delivery trucks tend to become a part of the landscape, too, as familiarity sets in. In G. K. Chesterton's detective story, "The Invisible Man," the murder was done by the postman, a figure so commonplace on the scene that witnesses did not even notice his presence there—he had become invisible in effect.

That holds true of your trucks, too. No matter how attractive they are, for advertising purposes they need change to bring them before the public eye again. There's no reason why trucks cannot be decorated to tie in with your call-office promotions. Special signs attached to the sides, wrappings on the bumpers, even figures mounted on top will add advertising value at the point-of-sale, the home. Route salesmen, too, through badges, buttons or a change to sport shirts in the summertime again become point-of-purchase salesmen—people rather than delivery robots.

How packaging can help

Packaging can include bundle inserts, new each week, to do a bit of selling, while the package itself should be changed every few years. Notice that most department stores feature new packages every few years—often bringing them out during the Christmas season. Wrapping in cellophane is becoming increasingly popular, simply because it gives a new look to the laundry bundle.

Motion adds a lot to any display, and in your call office you can use moving displays to illustrate many points. Create a snowstorm in a closed display case with an electric fan and a lot of soap chips. Borrow a store dummy in a summer dress, let your soap snow whip around her, and add a sign, "Keep Cool in Cottons," and you have a good display to remind customers that you do a beautiful job on wash dresses. Tuck a doll in a doll bed that rocks slightly, and add a sign "Ironed Sheets Are Your Cheapest Luxury."

The message-repeater, an inexpensive sort of tape recorder, can tell the waiting customer of next week's special, or simply "How We Wash Your Clothes." Whatever you do, make it live!

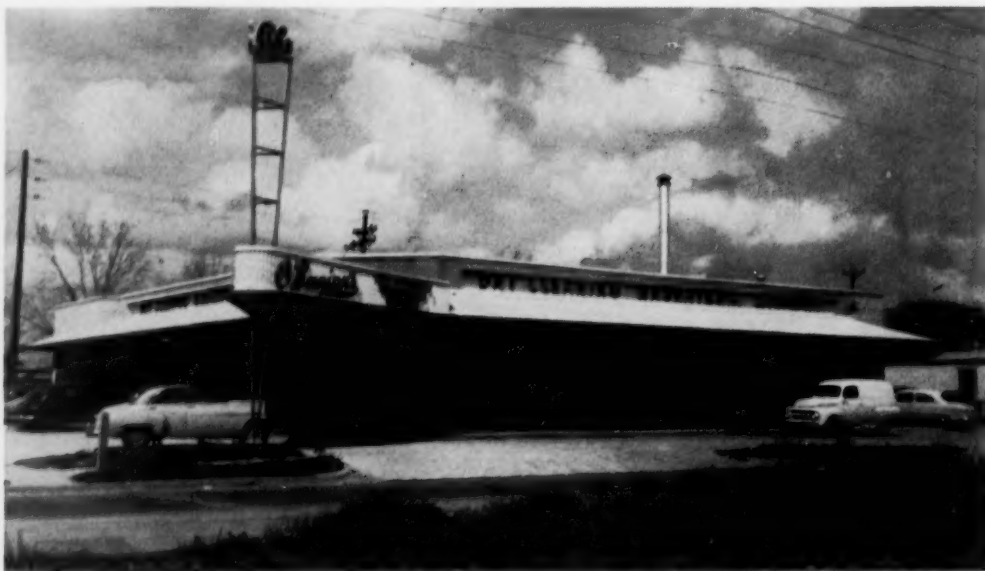
The open house

A highly specialized form of P-O-P advertising is the open house, extremely good if conditions are right. First, merely the fact of an open house gives you a theme around which to build your advertising, and creates favorable comment because you are willing to open your doors to the general public.

However, an open house is dangerous unless you really have something pretty special to show off. To a woman a cobweb on one of your cross-beams is much more impressive than a \$10,000 shirt unit, and she's more likely to retain the image of poor housekeeping than she is of scientific equipment and methods. Unless a plant is new or unusually well kept up, the open house is not a good idea.

One good source to study is the laundromat—a remarkably successful innovation since the war. The reason for its success, according to authorities, is the homelike, friendly, good-looking atmosphere. The first washatories were a dismal failure because they were too functional. The most successful ones today use wallpaper instead of cement walls, linoleum flooring, upholstered chairs rather than stools, beautiful design in the machines, often television, magazines, and a living-room atmosphere.

Use the same techniques for your point-of-purchase advertising—friendliness, cheerfulness, color, life and action. You'll find that sales will gradually build as it becomes fun to stop by your plant because there's always an air of excitement, always something new to see. Use the merchandising techniques the retailers use, and you'll find point-of-purchase advertising one of the most profitable forms you have available to you. □□



This modern building houses O'Banion's Laundry in Houston, Texas, owned and operated by Mr. O'Banion Williams and his son, O'Banion, Jr. It is located at an intersection through which approximately 2,500 cars per hour pass during peak periods. Opened in 1951, the plant offers complete laundry and drycleaning services on a strictly cash-and-carry basis. Not one bundle is

delivered to a store, sub-station or home. It is believed to be the first plant in the country to incorporate a washateria in the basic building design. Because O'Banion's has had to give its help practically all of their training, Mrs. Vander Weide's remarks have the ring of authority. For a brief biographical sketch of Mrs. Vander Weide please turn to page 2.

How We Select and Train Our Over-the-Counter Employees

By MRS. ALMIN VANDER WEIDE
O'Banion's Laundry, Houston, Texas

From a talk at the American Institute of Laundering's Sixth Annual
Young Men's Conference, Chicago, Illinois, February 28-March 2, 1955

IN OUR CALL OFFICE we have two white employees—a cashier who handles the money and the filing of cards, and a service clerk who prices the laundry tickets, keeps daily records and handles claims. We also have five colored girls, three who wait on cars and office customers exclusively, and two who file bundles and cleaning and deliver pickups across the counter. We have additional personnel

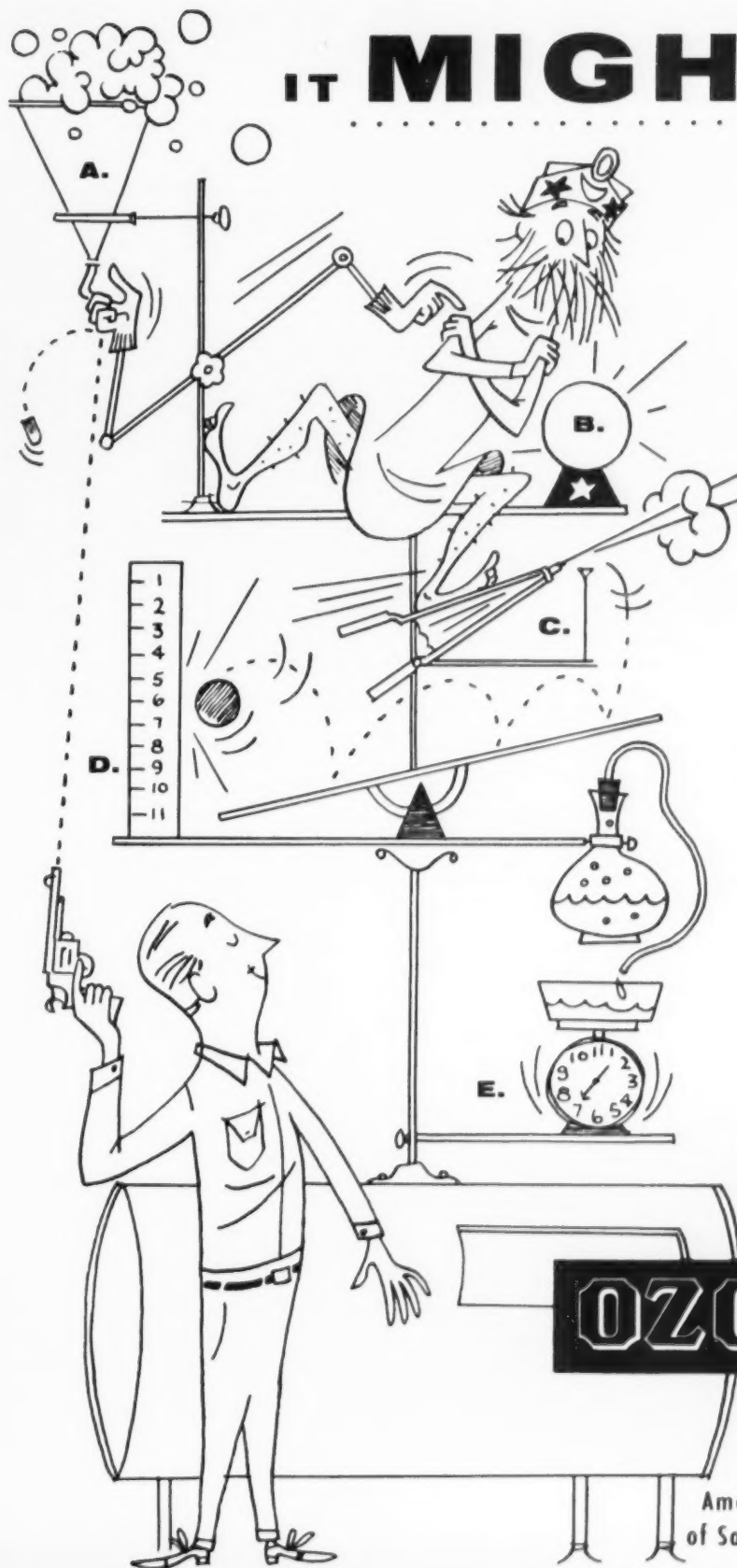
from the washateria and drycleaning departments during our early and late rush hours.

Our payroll for this staff runs about 8½ percent of the gross. I function as the sales manager, offering full-time supervision and handling any emergency or difficult situation which may arise.

The cashier and service clerk are attractive older ladies, who when

waiting on customers observe all the rules for selling I shall give you. But our sales force as such is made up of curb and counter girls, and it is their training I want to outline to you. In selecting these employees I try to find neat, responsible, courteous girls, with at least a high-school education and with several years' experience working in public. We consider a good work background their best recommenda-

IT MIGHT WORK...



- A. SUDS "STARTER"
- B. SOAP "GUESSER"
- C. TITER "TOTTER"
- D. ALKALI "ESTIMATOR"
- E. pH "DETERMINATOR"

... but there's a far easier, surer way to safeguard uniform quality:

Wash your customers' clothes with complete, scientifically balanced **OZONITE!**

OZONITE

PROCTER & GAMBLE
BULK SOAP SALES DEPT.
CINCINNATI, OHIO

America's largest Manufacturer
of Soaps and Synthetic Detergents.

tion, I have found that married or widowed girls with children to support make the steadiest employees, and find that 24 to 30 years of age is the best range.

We are constantly working to reduce turnover by careful selection, proper training and working closely with all new employees. I interview applicants constantly, and try to have a reserve list of several qualified girls to call on in case of an emergency, so that I never have to rely on hasty selection. My best sources of applicants are the state employment agency and references from present employees.

Institute calls in analyst

In Texas, as well as throughout the country, laundrymen are becoming conscious of the need to sell their services. In order to set up a course of study for over-the-counter employees and routemen, the Harris County Cleaners and Laundry Institute last year called upon the services of a qualified job analyst working with the extension school of the University of Texas to make a study of the duties and requirements for these employees.

From information gathered from meeting in night sessions with a group of office employees, routemen, and then with management, a course of study will be formulated, which later this year will be offered to laundry salespeople throughout the state. I have taken the material we gathered at these sessions, adapted it to our specific needs, and written a job analysis for each of my employees, upon which I base their training.

Basically, this job analysis catalogs their everyday duties, and tells them what is expected of them in the beginning and what they are expected to learn in their training. These duties are broken down into four major classifications:

1. Clerical duties
2. Housekeeping duties
3. Selling and public relations
4. Personal duties

There are additional sections which apply to the cashier and service clerk covering the handling of cash, records, claims, supervision, and others, but these four categories apply to all who come into contact with the customer.

Clerical duties. The girls are taught to fill in the various tickets and forms we use, with stress on getting the correct name of the customer, spelling it correctly, and printing it legibly on the master card. Neatness and accuracy are essential, as these cards are

kept in alphabetical order, carry the record of all the customer's work brought in at one time, and tell when it is ready, where it is filed, and the price. At the same time the trainees are taught the standard prices of dry-cleaning, pricing of pleats and buttons, and how to treat a customer's clothing with respect. Next they must learn how to tie a bundle securely, how to attach the ticket, where to properly dispose of it, and so forth.

Housekeeping duties. These begin immediately with participating in cleaning and dusting the office, keeping it neat and presentable at all times, with all supplies in order. Each girl is given specific duties for which she is responsible. They are also expected to keep trash and refuse picked up from the parking area.

When a new employee is able to price and "write in" an order and to dispose of it properly, she is then permitted to wait on customers in the cars outside, bring in their orders and secure their pickups. She is expected at this time to know, understand and be able to explain the services available, and to know when the work may be picked up. She is then required to check the order on the counter to be sure she has the right order for her customer, that the amount is correct, and to secure and count the correct change.

After a week or two of orientation, the new girl is taken on a tour of the plant, shown the methods used to identify and process our work, and impressed with our modern equipment and careful control. **She must first be sold on our operation in order to be able to sell it to our customers. If she can be made to feel a pride and personal interest in the work we do, she can pass this on to others.**

Since our call office is open six days a week, from 6:30 a.m. to 6:00 p.m. weekdays and until 5:00 p.m. on Saturdays, some of the girls must come early while others work late. Since all the girls must be continually on the alert for cars or office customers, and since our office is seldom without customers, it is impossible to have organized sales meetings with all hands present. I have found it far more effective to talk to each girl individually for about 30 minutes each week. I go over her progress, compliment her on her strong points, discuss her weaknesses, and encourage her in any way I can. Then I give her some new information to study for the following week and to be able to discuss at our next private session. Since each girl is in a different stage of progress and knowledge, this individual session can be aimed at her specific needs.

I begin the sales training by explaining to the girls that they are our salespeople, that we have no routemen to solicit business and that we have no control over our customers to make them bring their work to us. Once laundry or cleaning is put into his automobile, the customer has his choice of any number of plants equally capable of handling it. Many times he may pass a number of other plants or have to come out of his way to bring it to our plant. Therefore, the customer control rests on them.

Selling duties. The list begins with the item "smile and greet all customers appropriately." From here we go to remembering the customer's correct name and initials and the services each prefers. Many of our customers have been amazed to be called by their names on their second or third visits to our plant. Friendliness and



NEW

DETREX

STEADY-FLOW
Tubular
FILTER

A STANDARD PART OF THE

DETREX

PROCESS

Constant Rate of Filtration

Because filter tubes are flushed clean with every cycle, rate of filtration and flow of solvent remains virtually constant throughout the entire day. No longer will you be bothered with back-pressures increasing with each successive load and thus cutting both cleaning quality and output.

Better Cleaning Quality

Because a steady flow of crystal-clear, clean solvent is supplied to the garments on every load, clothes come out cleaner and fresher whether it is the first or the last load of the day. With ordinary filters, soil added to the filter cake with each load of cleaning, clogs flow through the filter, increases back pressure as much as one-third in a single day. This means lower cleaning quality, more re-runs, more costly hand labor, lower profits.

Constant Production

Because back pressures do not build up with the Detrex steady-flow Filter, tub fill-time is constant. Thus, your rate of production is constant, too. In addition, with top-notch cleaning quality ALL the time, you have fewer re-runs, less wet cleaning and hand spotting . . . thus greater production all through the week—not just the beginning!

Never Down-Time for Clean-Out

With every load the filter cake and soil are back-washed from the filter tube and replaced with a fresh one—automatically! Yet, filter powder is added only once a day. At the end of the day, you simply turn a valve and the filter is backwashed completely clean leaving a fresh surface for tomorrow. You never shut down to clean out your filter—you always have a filter with a fresh, efficient cake.

Never Down-Time for Recovery

Recovery takes place while your machine is running because it takes place in a separate recovery unit. Best of all, this remarkable new unit recovers virtually all the solvent and recovers your soap as well! The residue is quickly removed as an odorless cake . . . best proof in the world to the efficiency of solvent and soap recovery.

Freedom from Week End Slavery

The Detrex steady-flow Filter not only provides better control of cleaning quality, a steady rate of production, new heights in economy of operation—it does more, too! It eliminates every bit of the labor of removing filter bags and recovering solvent that has been common to the industry until now. And steady-flow is standard on all Detrex machines, available for conversion on existing Detrex machines.

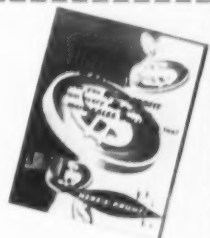
DETREX

Process

**THE PROCESS THAT
SHAPED THE INDUSTRY**

DETREX CORP.
Dept. N-3
Box 501, Detroit 32, Michigan

Please rush me full particulars on the new Detrex steady-flow Tubular Filter and how it will save me money and work while improving cleaning quality.



NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

courtesy are an unswerving rule, which the girls find pays off when the friendliness is returned by the customer. We get calls, letters and personal compliments every day as a result of our courteous service, and these compliments are always passed on to our salesgirls.

When a customer has a complaint or claim the girls see that it is passed on to the proper authority immediately and settled promptly. **We operate on the theory that if a complaint is reasonable, the customer is right, and since the handling of claims takes the time of our most expensive personnel, it is to our advantage to pay them promptly.** We make it a point always to give special attention to difficult customers and work patiently until they are completely satisfied. Courteous handling of claims can turn them into assets. People will tell others when they are being fairly treated.

The girls must learn to sell in terms of benefit to the customer. They learn to study the needs of the customer and suggest the service to best satisfy these needs. Our most popular service we call our "O.B.'s Regular"; it calls for finishing of shirts, pants, handkerchiefs and flatwork, with other items fluff-dried and folded. However, it can be adjusted to call for the finishing of the flatwork only, or to include finishing of additional items.

Also, the girls learn suggestion selling: "Let us hand-finish this lovely tablecloth so it will look especially nice for Christmas," or "Bring in your winter clothes this month and we will mothproof them for you free."

Cross-selling is our most important sales job. Whenever a customer brings in only cleaning, he is told about our laundry work, and when he brings only shirts, he is asked for cleaning. Although there is little profit in only drying clothes during rainy weather, this service brings many new customers into our plant who can be converted into laundry and cleaning cus-

tomers. Our washateria has its own entrance on Kirby Drive and is separated from the shirt lines by a low wall. Customers coming into the washateria can see our laundry at work. Then they must pick the washateria bundles up in the call office, which gives us a chance to tell them about our drycleaning and other services.

In the handling of customers I try to teach the girls to put the customer at ease when he has a cleaning or laundry problem which may cause embarrassment. Sometimes it is hard not to appear curious (I would still like to know who pushed the district attorney into a swimming pool with his tuxedo on, or how one lady ran over her husband with his automobile and broke his leg). The best description of how we try to handle our customers is the one word "rapport." Learn to establish rapport with the customer.

I can best get over what I mean by this by describing it as "to tune in on the same frequency." It takes time, but it brings big rewards.

In this category comes the answering of complaints with the "yes, but—" technique taught by the Institute's playing cards. The girls learn to answer any unfavorable remark or criticism without criticizing the plant or its management. **The principal point stressed in their public relations duties is the attempt to build in the mind of the public the conception that the laundry and drycleaning businesses are skilled professions which require skilled techniques and personnel.**

In addition to the things they are expected to know as part of their job, after learning the plant procedure, the equipment and its uses, the supplies used, and the time required to process the work, we expect our girls to have a general knowledge of fabrics, trimmings, spots, stains, buttons, pleats, etc. We circulate the Institute's service bulletins among them, and maintain a bulletin board where I post

clippings, notices and other information which they are expected to be able to discuss with me when called upon. As changes are made in prices or procedure, all the girls are shown typical garments involved and enter into a discussion until it is thoroughly understood. We subscribe to a number of trade journals which are made available to all personnel.

Personal duties. These include what is expected of all employees in the way of cleanliness of clothing and person, and proper mental attitude. All persons meeting the public must learn to leave their personal problems at home and be pleasant, cheerful and cooperative with their fellow workers. A girl who grumbles or takes exception easily can disrupt the entire sales force.

This may sound all very well and good, but you may have noticed that my assigned subject is not how to teach over-the-counter people to sell; but how to *get* them to sell. Of course you will agree that proper and thorough training is necessary, the old "know your product" which is the basis for successful selling of any kind.

Sales incentives

The sales incentives we use are simple, and we are not yet sure of their effectiveness. For instance, we try to instill in the girls the feeling that they are a definite part of our organization. They are told how much business we are doing each week. At the end of the week the total volume is announced. If it is greater than the week before everyone is given a silver dollar. When we have a peak week and beat our last previous high, we give two silver dollars.

Occasionally we run a sales contest in conjunction with a new or special service. My most successful contest was based on hand-finishing of sport shirts, with drive-in-theater passes given to the girl each day who se-

(Continued on page 58)

LAUNDRY BUSINESS TRENDS

New York

Feb. 5—1.7% less than last year
Feb. 12—0.7% less than last year
Feb. 19—0.3% less than last year
Feb. 26—1.3% less than last year

M. R. Weiser & Co., New York

New Jersey

Feb. 5—4.6% less than last year
Feb. 12—2.1% less than last year
Feb. 19—2.2% less than last year
Feb. 26—0.5% less than last year

M. R. Weiser & Co., New York

New England

Feb. 5—1.9% less than last year
Feb. 12—0.1% less than last year
Feb. 19—0.5% more than last year
Feb. 26—0.5% more than last year

Carruthers & Co., Boston



Dow sodium orthosilicate cleaning compound,
a highly alkaline soap builder, can help you
GET WORK CLOTHES CLEANER



As a soap builder for linen supply and overall laundry, Dow sodium orthosilicate cleaning compound is unsurpassed. When Dow sodium orthosilicate goes to work in the wheel on extra-dirty clothes, it suspends insoluble soil and keeps it from being redeposited on the clean pieces.

Its high alkalinity neutralizes soil acidity and saponifies fats and oils so effectively that it is often used alone on the break to remove the heaviest soil before the soap solution is added.

The high efficiency of Dow sodium orthosilicate makes it your most economical soap builder—reduces your soap requirements without sacrificing quality. And Dow sodium orthosilicate is easily rinsed from the clothes to leave them fresh and clean.

Use the cleaning compound that brings more satisfied customers and saves you money, too. Call the nearest Dow sales office for the name of your Dow sodium orthosilicate distributor, or write to THE DOW CHEMICAL COMPANY, Midland, Michigan, Dept. AL 904H.

you can depend on DOW CHEMICALS





They heard about fashion. Nearly 1,500 cleaners and their wives came to hear Miss Ilka Chase (at microphone) and Charles James, and to see a collection of Mr. James' creations

Chicago Cleanorama

Tremendous exhibit, excellent sessions attract capacity crowd to NID's 46th annual convention

THERE WAS SOMETHING for everybody, and practically everybody was there! By any standards, the Chicago convention of the National Institute of Drycleaning, March 3-6, was a smash success. Registration hit 12,469. The huge ballroom of the Conrad Hilton Hotel was filled to the doors for almost every session. The Navy Pier, where the exhibit was held, is said to be five-eighths of a mile long. To the thousands of conventioners who packed it for three afternoons, it seemed at least five miles from one end to the other.

The first sessions got under way Thursday afternoon. The lead-off speaker was Walter R. Duncan, NID president and head of Bornot, Inc., Philadelphia. Mr. Duncan talked mainly about the industry's future and the problems that must be overcome to insure its continued and healthy growth. He cited NID's new consumer survey which indicates that although

98 percent of all American families, nearly 47 million, use drycleaning service at one time or another, more than 25 percent of our customers reported dissatisfaction with the service during the past six months. Most of these complaints concerned production deficiencies, indicating that more attention to quality standards is required.

Sales problem defined

We also face a sales problem, Mr. Duncan said. If our industry is to keep step with the American economy and population growth, its sales must soon climb above the two-billion-dollar mark. This can never happen if the existing volume is merely redistributed.

Mr. Duncan was followed by an outstanding panel on advertising media. Four authorities spoke on direct mail, newspapers, radio and television: Ralph T. Curtis, a director of the Direct Mail Advertising Associa-

tion; Harold S. Barnes, director of the Bureau of Advertising of the American Newspaper Publishers Association; Kevin B. Sweeney, president of the Radio Advertising Bureau, and Ray Nelson, manager of national spot sales for the Television Bureau of Advertising. A lively question-and-answer period followed.

The day ended with the traditional get-together party. They loaded up the Hilton ballroom with orchestras and the cleaners loaded up on square, plain and fancy dancing.

Friday was the first big day. Speech topics in the morning ranged from sales sense through consumer opinion and wound up with a "Showmanship Has Sold Drycleaning" panel. The exhibit opened in the afternoon at the Pier, and a notable fashion show concluded the evening.

The first speaker was William H. Gove, vice-president and sales director, EMC Recordings Corp., St. Paul,



"not a shirt complaint
since we changed"
to...

SUPREME

ONE OF
CLINTON'S
"Petal Smooth"
LAUNDRY STARCHES

**NON-CONGEALING ... USE HOT OR COLD
GIVES FLEXIBLE FINISH ... EASIER IRONING**

- Clinton Laundry Starches give you quick boiling and fast penetrating action
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.

Technical Service in connection with your specific problems is available upon request.



CLINTON SUPREME STARCHES
always smooth like a summer breeze

CLINTON

CLINTON FOODS INC.
CLINTON, IOWA

Minnesota. Mr. Gove boiled success in selling down to one sentence: Find out what people want and make it easy for them to get it. In summing up what makes a salesman successful, he listed four points:

1. Be your best self.
2. Be a good listener.
3. Service 'em to death. In this competitive age, service is often the only factor that makes the difference.
4. Ask people to buy. Wind up with "May I suggest that you try this today?"

What consumers think

Next on the program was a presentation of the findings of a nationwide consumer-opinion survey. The survey was made for NID by National Family Opinion, Inc., Toledo, Ohio. Before William L. Browne, NID director of public relations, presented the findings, Howard Trumbull, head of National Family Opinion, made two suggestions. The first was a caution that the survey shows national, not local opinion. Except in a general way, it won't tell a cleaner what his customers specifically think of him. The second was a suggestion that the survey be repeated within the next few years in order to show what progress has been made in building good consumer relations.

In the showmanship panel, three successful drycleaners explained the means by which they have made their markets conscious of their services. The first was J. M. Friedlander, Paramount Cleaners, Hamilton, Ohio. Mr. Friedlander has tried everything, but lately has been specializing in unusual windows. The cost is low; results are good, and he feels that most cleaners have been neglecting one of the best advertising media.

Then Andy Talone of A. Talone,

Ardmore, Pennsylvania, explained how his firm uses newspaper advertising, garment pin-ons and railroad station posters. His firm's new "Rag Doll" theme in newspaper ads offers a novel and very attractive pitch for quality-conscious drycleaners.

Harold Reed of Reed Cleaners, Fargo, North Dakota, concluded the session with an outline of his firm's machine-gun barrage of sight-impression gimmicks and an explanation of his customer relations program.

Spotlight on fashions

The fashion program that evening was a high point of the convention for the ladies and, judging by the reactions, for many of the men. After an introduction by Mr. Duncan, Miss Rhea Seeger, fashion editor of the *Chicago Tribune*, introduced Miss Ilka Chase. Miss Chase is not only a noted novelist but a fashion authority as well. As part of her talk she presented an illustrated cavalcade of fashion through the years.

The final speaker was Charles James, perhaps the leading American fashion designer. Mr. James showed a number of his latest creations and expressed sympathy for the problems which fashion creates for the drycleaning industry.

Willard M. Cannan, past president NID, presided at the Saturday morning session which got under way with an inspirational speech, "The 'U' in Business," given by Dr. Kenneth McFarland, educational counselor, Frigidaire Division, General Motors Corporation. In a thought-provoking discourse, spiced with many humorous anecdotes, Dr. McFarland put across the point that it was the human element that was the most important ingredient in industry today. It is not a lack of skill but rather a lack of hon-

esty, loyalty, morality, etc., which leads to misunderstanding and in the long run has an adverse affect on success in business, he said. The cleaners agreed, giving him a standing ovation.

Using a huge electric scoreboard, Arthur J. Weldon, Fabric Development, Textile Fibers Department, E. I. du Pont de Nemours, gave a rundown on the properties of modern man-made fibers and blends, speculating on the use to which they would be put in the future. His talk, "Synthetic Fibers on Parade," was a natural lead in for NID Director of Trade Relations Albert E. Johnson's questioning address, "Whither Wash and Wear?"

A two-member panel comprised of Edward Pardi, Prosperity Service Stores, Astoria, New York, and Lorraine Bancroft, Bancroft Cleaners, Morenci, Michigan, concluded the morning session by giving a detailed account of how they process and promote the drycleaning of cottons in their respective plants.

The Saturday evening program featured a combined banquet, floor show and dance which attracted some 1,700 persons who filled the enormous Grand Ballroom of the Conrad Hilton to overflowing. G. W. (Bill) Boyd, president of the LCATA, presided at the block-long speakers' table which ran almost the full length of the hall.

The final day's session was turned over to two panel groups who, in turn, concerned themselves with the subjects "Human Engineering" and "The Charged System."

James B. Dalglish, NID industrial psychologist, served as moderator for the former, and Jack Ireland, NID general course supervisor, for the latter. George W. DuNah, NID director, presided.

The "engineers" gave case histories of successful methods for selecting,
(Continued on page 56)



NID officers and directors held board meeting immediately after convention. Left to right, seated: George J. Rider; Sam Darko; Norbert J. Berg, secretary-treasurer; Walter R. Duncan, president; Frank Prather, vice-president; W. M. Cannan, past president; William G. Beckler, standing; Peter M. Raven; W. E. Brasel; William B. Austin; Robert Kizer, new director; F. E. Bowers; Ray E. Showell, new director; Thomas Ogden; Jack Stacey, new director; Earl Rush

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AJAX Original Supermatic

SHIRT
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Leading laundrymen from coast to coast see them and buy them 2, 3, and 5 units at a time

Oregon Laundry & Dry Clns.
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Home Service Laundry
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Peerless Laundry
Salt Lake City, Utah

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Vancouver, B.C.

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Owen's Cleaners
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Model CBBY
PATENT PENDING

Model CS
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W. H. J. Lynch
Haverhill, Mass.
Norwalk Steam Laundry
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Pais Krieger Laundry
Everett, Washington

San Lee Laundry
San Francisco, Calif.

Silver Lake Laundry
Bakersfield, California

Paramount Laundry
Wilmette, Calif.

Signal Ldry. & Dry Cng. Co.
Monterey Park, California

Despatch Laundry
Phoenix, Arizona

Ajax Laundry
Phoenix, Arizona

Morgan Laundry
Ft. Morgan, Colorado

Excelbar Laundry
Albuquerque, New Mexico

Puritan Laundry
Dallas, Texas

Miller's Laundry
Houston, Texas

Independence Laundry
Independence, Kansas

Acme Bachelor Ldry. & Dry Clns.
Lawrence, Kansas

Dry Dee Wash, Inc.
Cleveland, Ohio

Lorenz Laundry
Dubuque, Iowa

Ether's Home Laundry
St. Louis, Missouri

Belvidere Self Service Laundry
Waukegan, Illinois

Chalmette Laundry
New Orleans, La.

Sanders Cleaning Co., Inc.
Detroit, Michigan

Chicago Shirt Service
Chicago, Illinois

Sanders Clns. & Ldry., Inc.
Indianapolis, Ind.

Orchid Cleaners
Union Town, Pa.
Individual Laundry Service
New Rochelle, N.Y.

Imperial Laundry
Suffern, New York

New Maplecrest Laundry
Plainfield, New Jersey

Chesterfield Laundry
Boston, Mass.

Utility Laundry
Chatham, N. Jersey
Mayflower Cleaners
Ellwood City, Pa.

Repeat Orders tell the Story

Letters from our enthusiastic customers now using the AJAX SUPERMATIC SHIRT UNIT report sensational gains in production and profits. This wonderful AJAX SUPERMATIC SHIRT UNIT offers you the complete new approach to shirt finishing . . . producing the perfect shirt in three simple lays. The AJAX SUPERMATIC SHIRT UNIT has been designed to meet the requirements of all laundries . . . large or small.



Western Laundry Press Co.

Manufacturers of AJAX Presses since 1929 Salt Lake City, Utah

WRITE —

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for complete information. Each of these models can be added individually or as a unit. Conversion diagrams sent free on request.

FIRST TEAMS are made



Official U.S. Navy Photograph

not born!"

These are a *top* FIRST TEAM. These are the "Frogmen" . . . the Navy's Underwater Demolition Teams . . . chosen for their physical and mental excellence . . . chosen to do the toughest of jobs . . . such as that shown here: wiring black satchels of TNT to the enemy's concrete and steel beach blockades to blast an invasion path.

They make the job easier for everyone . . . *if* they can qualify.

This same idea holds for the members of the Dodson FIRST TEAM, like the businesses shown at right. Each member has *qualified* because each knows that *only* by qualifying as a *preferred risk* . . . as a member of the exclusive Dodson FIRST TEAM . . . can his business benefit from *complete* insurance security and peace of mind . . . with the *savings* to which his planned program and lower risk entitle him.

These are the rewards the FIRST TEAM members offer to *all* who can qualify. So — won't you let our trained Field Underwriters help *your* business meet the FIRST TEAM'S exacting standards?



Three of the many laundries served by the FIRST TEAM PLAN

On behalf of the preferred risk members of *your* industry, we invite you to learn how the FIRST TEAM Plan can help you . . .



BRUCE DODSON & CO.

MANAGING THE *TOP* INSURANCE FIRST TEAM . . . FOR 55 YEARS



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Whatever! Get the
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BRUCE DODSON & CO., 84 W. 28th St., P.O. Box 559, K.C., Mo.

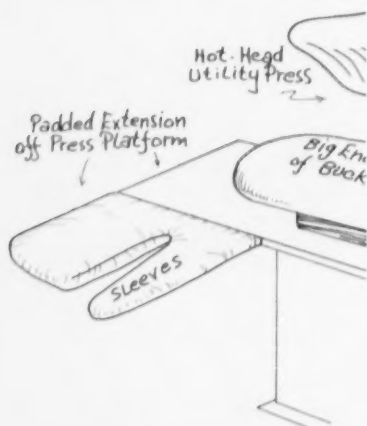
- ☐ Yes, I'd like to know more; please send me your special brochure, "Exclusive First Team Benefits."
- ☐ I would like to talk with your Field Underwriter. I'm under no obligation whatever.



(Your name here, please, then attach to your letterhead.)

Rhapsody in Bellew

A SHORT TIME BACK Leo Gross of the Gross-Kronicks enterprises in Minneapolis was nice enough to take me on a quick tour of their laundries in the Minneapolis-St. Paul area. I would have liked to have a couple of days to see them in more detail, but I saw several swell ideas in even the short time we had.



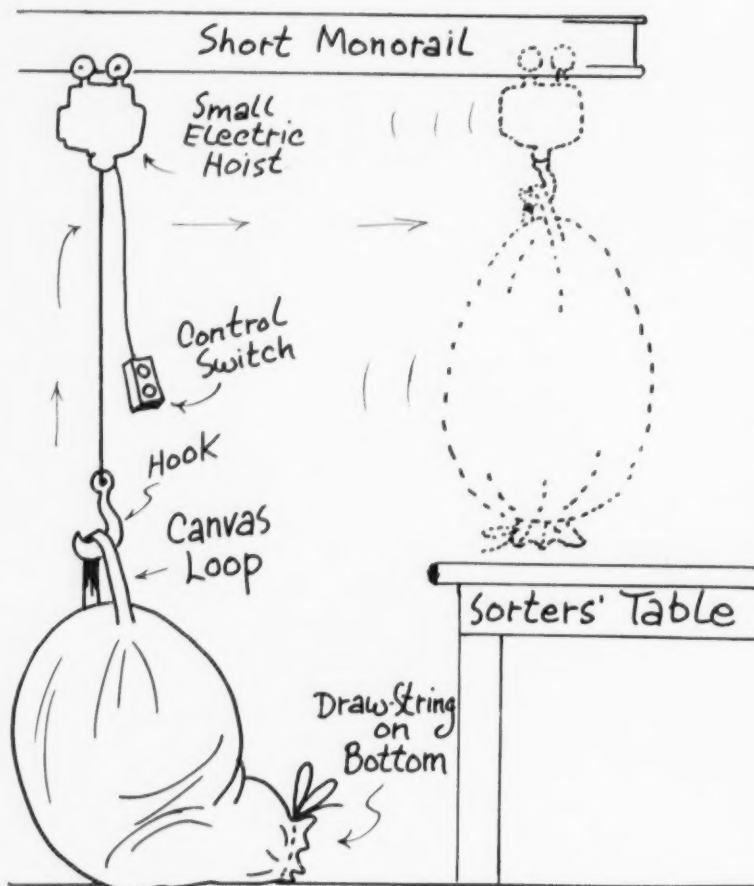
For Sport Shirt Touch-Up

For touching up sport shirts in the drycleaning department, Leo Gross showed me in one Gross-Kronicks plant how the hot head utility presses have been outfitted to allow the press operators to use a steam iron without leaving the press.

At the left end of the press platform there is a wooden form added to the level of the platform. This wooden form is cut in a design that allows a sleeve to be placed over one part for better finishing, while a larger portion of the extension allows touching up of the rest of the shirt. Of course, the wooden form is properly padded and covered.

Bag Hoist

At one of the Gross-Kronicks plants where a great deal of commercial work is handled, the drivers bring in the work in large canvas bags that are closed with a drawstring. The bottom is fitted with a canvas loop. Needless to say, the bags were so heavy it took two women to lift them onto the sorting table, even though one girl could handle the actual sorting. So, two



women were needed to do one girl's work.

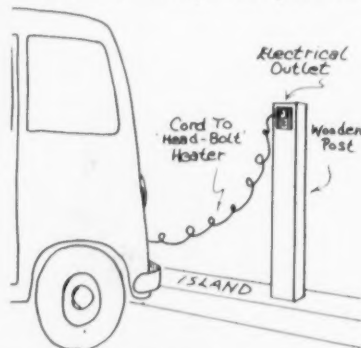
To eliminate the unneeded girl, a short monorail and a small electric hoist were installed. The girl now slips the hook under the canvas loop on the big bag, has the motor hoist it a little higher than the sorting table, positions it on the monorail above the table and pulls the drawstrings to dump the contents of the bag onto the table. One less employee needed here.

Truck Starters

Big as Gross-Kronicks is, you know it has jillions of trucks. Garaging all those trucks during the severe winters of Minnesota would take a heck of a lot of buildings. At one plant with 40 trucks there was only a four-car garage—and I'll never forget those 40 trucks parked in rows on an outdoor lot, in below-zero weather. Yet none

of them ever failed to start after its overnight stand, thanks to headbolt heaters in each truck.

Headbolt heaters, in case you aren't



familiar with them, look like regular motor headbolts but are heated by electricity like soldering irons. These headbolt heaters replace one of the regular motor headbolts and have an electric cord which hangs out the grill

laugh 'n learn



Babies don't fret about shirt fronts, but men sure do.
That's why neat, straight folding is so important.
First impressions keep customers happy, build business.

The best laundries use Satinette Starch
to eliminate waste, increase production, insure smooth
finishing. Do your part by folding
every shirt perfectly.

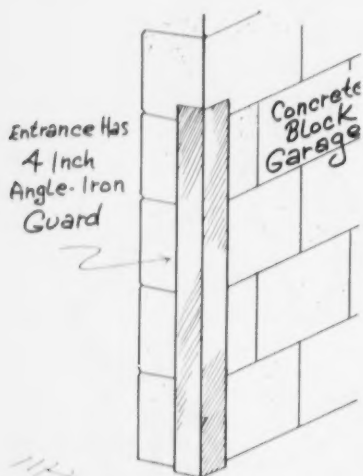
THE KEEVER STARCH CO., Columbus 15, Ohio
Corn, wheat and other grain products for industry since 1898



Reprints of this ad are available from your Keever Jobber

of the truck. At this plant the lot has several islands running the length of it with electrical outlets mounted on wooden posts. It looks like a commercial parking lot outfitted with parking meters. At night when the trucks are parked, the driver plugs the headbolt-heater cord into the electric outlet on the post nearest the truck and forgets about it until the next morning.

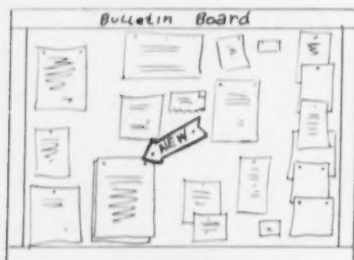
At five o'clock the next morning an automatic timing device turns on the current to the electrical outlets on the island. By seven o'clock, when the drivers arrive for work, the motors have warmed up to 160 to 180 degrees for easy starting.



Garage Protector

Here's another gimmick Leo Gross showed me on the entrance to one of the Gross-Kronicks concrete-block garages. To prevent the trucks damaging the concrete block, a heavy piece of 4-inch angle iron is fitted to the leading edge of the blocks at each side of the entrance.

(Reminds me of a plant I once saw in Kentucky. Had those auto curb-warners sticking out from the wall to warn when the trucks got too close.)

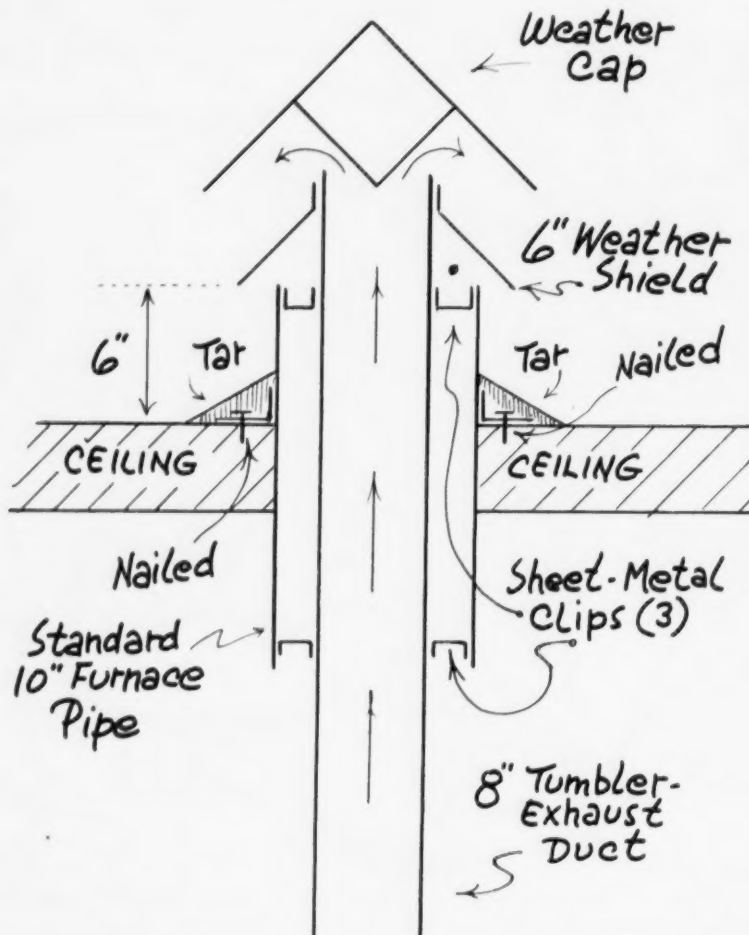


Bulletin-Board Marker

Many plant bulletin boards get so cluttered up with notices that the em-

ployees despair of finding anything on them. One operator uses a big cardboard arrow which he thumb-tacks onto the bulletin board to point out the newest release. In big black

letters on the white arrow is printed "New." The employees are kept interested since they don't have to search through the whole mess to keep abreast of events.



Tumbler-Exhaust Vents

Met a young allied trades representative up in Michigan. We had dinner together one dismal winter evening in Grand Rapids and he mentioned how few launderers understand how to vent tumbler exhausts through a roof and comply with fire laws. He even drew me a diagram of how to do it.

As I recall, a 10-inch hole in the roof will start things out. Into this is positioned a piece of standard 10-inch furnace pipe extending at least 6 inches above and 6 inches below the roof or ceiling. This pipe is held in place by either a metal collar or pieces of angle iron fastened to the pipe and nailed to the top side of the roof. (See what happened? I'm looking at a beautiful cross-section drawing, and to keep me from showing

my ignorance I didn't ask him enough questions.) Surely it's a metal collar! At any rate a heavy coating of tar makes a watertight seal around the pipe and the roof.

The 8-inch tumbler-exhaust duct goes inside this 10-inch outer pipe and is held in position by an odd number of sheet-metal clips, available from any tin shop. Three clips, top and bottom, were recommended by my friend to hold the pipe in position and not get either pipe "out of round." At the top of the exhaust duct you fit a 6-inch weather shield that comes down on a level with the 10-inch pipe. A weather-cap is mounted on top of the 8-inch inner pipe.

[Editor's Note: We're writing Lou to find out how the weather cap is supported on the exhaust duct. Meanwhile, he draws a reprimand for leaving us up in the air!]

HTH

*for better performance
for greater economy*

QUALITY BLEACHES

For over 25 years, laundry operators everywhere have recognized HTH Bleach as the standard of quality. Today, keeping pace with modern laundry procedures, you can select from three HTH Bleaches to best fit your particular requirements. Produced by one of America's leading chemical manufacturers, HTH Bleaches will give you consistent results of highest quality with safety and dependability.

The same stable, uniform bleach that laundry operators have been using for over a quarter century to make up stock bleach solutions. HTH Granular Bleach, containing 70% available chlorine, is packed in sealed "measured unit" 3¼-lb. cans and in 100-lb. full-opening lithographed metal drums.



This amazing new bleach product is revolutionizing bleaching procedure all over the country. You just add it dry directly to the washer. Assures maximum whiteness retention with minimum tensile strength loss. Packed in 100-lb. and 200-lb. "Leverpak" drums.



This pre-proportioned bleach-mix is simply added to water...prepares a stable sodium hypochlorite solution with a minimum of washroom supervision and with a maximum of convenience, ease and economy. Packed in 100-lb. "Leverpak" drums.

Before you buy bleach, check your laundry supply house for complete information on all three HTH quality bleaches or mail this coupon today.



OLIN MATHIESON CHEMICAL CORPORATION
Industrial Chemicals Division
Baltimore 3, Maryland

Please send information on all three HTH Bleaches and the name of my nearest supplier.

NAME

COMPANY

ADDRESS

(Continued from page 48)
training and treating employees, using their own operations as examples.

Jack Scharff, Model Cleaners, Memphis, Tennessee, outlined an eight-point program for hiring which is designed to screen the applicants right from the first want-ad insertion through to the final interview.

Lou W. Haviland, Morey-LaRue Laundry & Drycleaning Co., Elizabeth, New Jersey, cited the advantages of an organized training program.

Stanley Bubbick, Suburban Home Cleaners, Riverside, Illinois, believes that good labor-management relations

are less expensive in the long run than the price involved in constantly hiring and training new employees.

Technical panel

The second panel included George P. Fulton, NID director of research; W. Clay Hardin and Judson Randlett, both of the NID technical staff. Following a report on the topic, "Does Charged Solvent Become Contaminated?" by Mr. Fulton, the three panelists then answered the seven technical questions most often asked

of the Institute by its members.

The convention concluded with a business session at which the current officers were reelected for a second term. Three new directors were named: William B. Austin, Caroline Launderers and Cleaners, Morristown, New Jersey, District 2; Ray Showell, Westminster Cleaners, Salt Lake City, District 11, and Jack Stacey, Stacey Cleaners & Dyers, Portland, Oregon, District 12. Robert E. Kizer, Kizer Cleaners, Asheboro, North Carolina, was elected to fill a full three-year term after having served one year as director of District 8. □□

Texas Attendance Sets Record

A RECORD-BREAKING crowd of more than 300 members of the Texas Laundry & Dry Cleaning Association met at Fort Worth March 17-18 for what Executive Secretary Lynn B. Shaw called "one of the best conventions in our 48-year history."

L. M. (Mike) Gay, of Jacksonville, first vice-president during the past year, was named to serve as president. Charles C. Callaway, of Temple, was elevated from second vice-president to first vice-president and Mr. Callaway was succeeded by Fred Page of Houston. Lawson Orr of Houston was elected sergeant-at-arms and Mr. Shaw was renamed executive secretary.

Newly elected directors are Dave Nelson of Texarkana, Bruce Ferrell of Lubbock, George Boyd of Borger, Barry Putegnat of Brownsville, O'Banion Williams, Sr., of Houston, R. R. Willis of Fort Worth, R. W.

(Dick) Coffin of Beaumont, David Wallace of Dallas, plus Mr. Gay and Mr. Page.

Business sessions were liberally interspersed with social functions. On Wednesday afternoon early arrivals were taken on a tour of Fort Worth laundry and drycleaning plants. There was also an evening hospitality hour.

The morning session on Thursday was a busy one. The three well-known speakers were Edwin Pearce, president of the American Institute of Laundering; E. C. McFadden, vice-president of the Texas Employers Insurance Association, and Dr. A. Q. Sartain, professor of psychology and personnel administration at Southern Methodist University, Dallas.

Following a welcome from Fort Worth's Mayor Edgar Dean, the luncheon meeting was addressed by Dr. Marvin Vance, pastor of the First Methodist Church in Austin.

The afternoon session was devoted to a "Parade of Ideas" when top-ranking Texas members explained sales, production, safety and employee-relations ideas.

A busy Friday started out with an "early bird" breakfast. The following session was addressed by Jim Chisholm, assistant sales manager, Sanitone Division, Emery Industries, Inc.; Wyatt F. LeLoache of E. I. duPont de Nemours & Co., Inc., and Ed Kahn of H. Kohnstamm & Co., Inc.

The speaker at the noon luncheon was Dr. Kenneth McFarland, well-known educational consultant and lecturer.

The afternoon session featured "Fabric Fashions for 1955." It was conducted by Dr. Dorothy Siegert Lyle, director of consumer relations, National Institute of Drycleaning.

The climaxing event was the president's banquet and ball. □□

Missouri - Kansas Meeting

TWO HUNDRED Missouri and Kansas Launderers and Cleaners met in Kansas City, Missouri, February 17-19, for the annual Mid-West Cleaners and Launderers Convention.

The convention started with plant visitations on Thursday, February 17, and wound up with a big open-house affair that evening. The business sessions began on Friday morning with David Oxley, the Missouri president, presiding.

C. A. Daleke of Lusterway Sales Co. started things off with a lively discourse on proper sales methods for

the launderer and drycleaner. Aggressive selling, according to Mr. Daleke, is the answer to building volume. Above all, it is up to the launderer or drycleaner to plan a good sales campaign and instruct the routemen on how and what to sell.

After luncheon the film "After the Ball," furnished by the Oklahoma State Association of Cleaners and Dyers, was shown.

Friday afternoon, with Kansas president Spencer Baltz presiding, featured "Gus" Jaudes of White Line Laundry in St. Louis as the first

speaker. Gus had for his topic, "What Are We Afraid of?" and from all indications there isn't much to fear. The White Line Laundry went through a really bad fire quite recently and Mr. Jaudes had to decide whether to quit the business or reinvest quite heavily. He rebuilt. In his eyes the laundry and cleaning business of the future will more than justify his confidence in making such a heavy investment.

Charles W. Ahner of St. Louis, industrial labor relations counselor, discussed labor relations and answered many questions on policies of the Na-



movin' in
everywhere!



The reason: **THEY HAVE ALL THE
FEATURES YOU COULD ASK FOR**

W. M. CISSELL MFG. CO., INC.

831 S. First St., P. O. Box 1143, Louisville, Ky. Pacific Coast
Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Dis-
tributors: write Export Dept. Cable Code: CISSELL.

Consult Your Jobber

It's now a matter of record—and a great record—the way Cissell Tumblers have "moved in" the laundry and drycleaning industries. With confidence in the name "CISSELL", plant owners were quick to see the superior quality and outstanding features built into Cissell Tumblers. *It will pay you to consult your jobber for the complete story.*

CISSELL TUMBLERS

LAUNDRY — "TWIN", 36" x 18", 36" x 30", 42" x 42" . . . DRYCLEANING — 36" x 18", 36" x 30", 42" x 42"



Association officials (from left to right) are: H. E. Gordon, Missouri president; Robert Schwabe, Missouri secretary-treasurer; David Oxley, retiring Missouri president; John Fisher, Missouri sergeant-at-arms; Hubert Fuser, Missouri vice-president; Jack Bates, Kansas retiring treasurer; Harold Miller, Kansas director; Spencer Baltz, retiring Kansas president; Harry Widman, Kansas executive secretary; and Theron Elam, Kansas president. Not present when photo was taken were: Conger Beasley and Otto Klein, Missouri vice-presidents; Ed Elam, Kansas vice-president; Dan Blanchard, Kansas treasurer; Bill Reid, Richard Blanchard and Earl Morgan, Kansas directors

(Continued from page 56)
tional Labor Relations Board to wind up the day.

Saturday featured A. L. Christensen of the American Institute of Laundering in a morning talk on how to do "A Better Job at Lower Cost," through modern methods of production. The last speaker of the conven-

tion was popular John Ireland of the National Institute of Drycleaning, explaining "The Practical Side of the Charge System."

Often a reporter is asked to point out the "keynote" of a convention. At this meeting the delegates gave most attention to three subjects: (1) how to increase sales, (2) the future of

the laundry-cleaning business, and (3) information on the charged system of drycleaning. And in that order.

Officers of the Associated Cleaning and Laundry Services of Missouri are: H. E. Gordon, Kansas City, president; Bob Schwabe, St. Louis, secretary-treasurer; John Fisher, Kansas City, sergeant-at-arms; Conger Beasley, St. Joseph, vice-president; Otto Klein, St. Louis, vice-president; Hubert Fuser, Booneville, vice-president; David Oxley, Springfield, retiring president.

Officers of the Kansas Association of Cleaners and Launderers are: Theron Elam, Parsons, president; Ed Elam, Lawrence, vice-president; Dan Blanchard, Kansas City, treasurer; Bill Reid, Wichita, new director; Richard Blanchard, Topeka, new director; Earl Morgan, Salina, new director; Spencer Baltz, retiring president. Harry Widman of Kansas City continues as executive secretary.

—Lou Bellew

How We Select and Train Our Over-the-Counter Employees (Continued from page 44)

cured the most sport shirts to be hand-finished, with additional passes for the weekly high totals. I have also used unclaimed blankets, rugs and clothing as prizes.

However, since girls work up into the behind-the-counter filing jobs where they have more responsibility but less contact with the customers, it is difficult to find a contest that is fair to all. For our particular situation I find it best to base competition on the correct spelling of customers' names and the best explanation of techniques. For example, how to best explain to a customer why shirts that are labeled "completely washable" must be taken from his bundle and drycleaned.

Frequent merit raises

We start our girls at a fairly low salary with an automatic raise at the end of four weeks. At the end of four months, if they are still a part of our organization, they are given the difference which was withheld the first four weeks, and are given frequent small raises based on merit. As each opening occurs, the old girls are allowed to change to the more favorable lunch hours, days off and working hours, and the best girls are moved behind the counter where they are less strictly supervised.

Our plant operates on a five-day week, with the call-office open six days. The girls work five and one-half

days with half a day off during the week. We have only recently been able to adjust our work schedule to allow everyone a half or whole Saturday off every month, at no loss of pay.

In addition we give an annual bonus based on the number of days during the year the employee reported to work on time. This is paid at Christmas time, along with a gift of extra money from the plantowners.

Mr. Williams is a well-known rice farmer in our area and at Christmas we give all our customers a jar of rice. This is building into a tradition that causes a great deal of comment all year 'round. The girls present the rice to the customers and answer their questions about it. Whenever we have other gifts or printed material such as laundry lists to present to the customers, it is the girls who get the thanks.

We do not encourage our customers to tip. However, the girls are given several dollars each week by customers. Since some of the girls wait on more cars than others and get more than their share of the tips, the money is pooled in a bank and they divide it when they choose.

We have also instituted a health and accident insurance plan for which an employee is eligible after 90 days with the plant, and for which the plant pays half the premiums. In addition, as our volume has grown, we have given all our employees additional benefits in the way of free laun-

dry and cleaning, and secure supplies and appliances for them at wholesale cost.

However, I think the main factor that holds our employees together is a spirit of cooperation in our plant, seeing Mr. Williams and Mr. O'Banion, Jr., working in the plant all the time, offering constant supervision and doing any job where we might be caught shorthanded. I have folded flatwork and wrapped shirts, too, and find that the more you know about all phases of the operation, the more interested you are in the over-all picture. We always stress close cooperation between the back and the front, and back all the salesgirls up by always having the work out when they promise it.

Another idea that has proved successful for us is requiring the salesgirls to keep a list of customers they have missed lately. Each week I call a number of these customers and tell them we have missed them, and ask if we have displeased them in any way. Then I report to the girls the reasons given by the customers. By this method, they are aware when a customer was dissatisfied in any way and try especially hard to please them when they come back in.

All our efforts are aimed at one goal: to make the employees identify their own personal success with the success of the plant; to make them feel that as we grow and prosper, they will prosper, also. □□



Our Line for 1955 . . .

*. . . the most dependable source of supply
and the most complete textile line in the
laundry and drycleaning industries!*

for FLAT WORK IRONERS

The Marathon Line

- Asbestos Covers and Pads
- 3/4" Nylon Tape
- Feed Ribbons
- Folder Belts
- Dacron Covers
- Canvas Conversion Belts—
to replace outside aprons
- 2-ply and 3-ply Nylon Cord
- Belting in Rolls

NYLON NETS, all 260 Denier Yarn

- General, Open-Mesh, 2 x 6 white and colored stripes
- Pioneer, 2 x 2, white; solid colors; and colored stripes
- Thriftee, white only
- Knit nets, white and solid colors

for PRESSES

- Nylon Press Cloth in Rolls
- Nylon Press Covers to fit all presses
- Nylon Shroud Line
- Nylon Felt

SOLD THROUGH LEADING JOBBERS EVERYWHERE



MANUFACTURING COMPANY, INC.
2859 Atlantic Avenue Brooklyn 7, N. Y.



In converting its garden power tool, the Casmil management fashioned a sulky from pipes welded together and mounted on wheels. Casmil route trucks are garaged across the street 100 yards from the plant, and a special truck was required to shuttle finished work to the garage. The tractor eliminated this. Trains of

hampers on casters are now towed to the garage. The plow attachment demonstrated by Gene Knepper above also keeps the driveway clear in winter. Tire chains from a route truck were cut down to fit the tractor tires for extra traction on ice. No doubt the Casmil management will find still other uses for the tractor.

How We Consolidated Two Plants Into One For Greater Efficiency

By EUGENE KNEPPER

Casmil Corporation, Des Moines, Iowa

From a talk at the American Institute of Laundering's Sixth Annual Young Men's Conference, Chicago, Illinois, February 28-March 2, 1955

ASK YOURSELF these questions about your plant:

Is your over-all payroll over 50 percent?

If it is, is it gradually increasing?

Are your fixed cost percentages higher this year than last?

Have rising labor costs necessitated a corresponding rise in prices to the customer from year to year, thereby driving some of your customers away?

We found that in our plants these costs were continually rising and that

our buildings and equipment were out of proportion to the size of our volume. Casmil Corporation was formed when the owners of Miller and Cascade Laundries got together to figure a way to lick these problems. Rising costs and dwindling profits required immediate attention.

Both plants were unionized with contracts stipulating a guaranteed 40-hour week, six paid holidays yearly, one week vacation after a year of employment and two weeks after five

THE HAMMOND

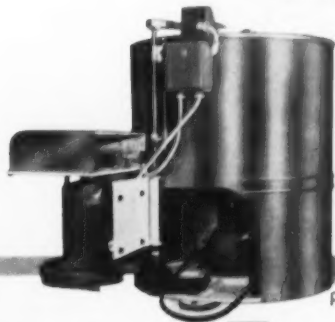
WIZARD EXTRACTORS



Here's the extractor with everything! Heavy gauge stainless steel curb construction . . . That's heavier . . . more rugged than ever before. One lever control, no experienced operator necessary . . . plus outstanding speed and smooth performance for years and years. Every safety feature included. You'll agree it's the greatest extractor HAMMOND ever built.

- Ease of Operation
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This rear view shows the accessibility . . . simplicity . . . and over all engineer superiority of HAMMOND extractors.



Available in 17" - 20"

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HAMMOND BLDG • WACO, TEXAS



New automatic washroom requires half the personnel of the two old ones. A new 48-by-84-inch automatic washer was bought with money realized from sales of old washers

years. Our present contract stipulates a 94-cents-an-hour base wage plus a payment of \$1.25 weekly per employee into the union welfare fund. With incentive bonuses included, our average hourly wage per productive employee is \$1.06 in the laundry department.

Our goal in setting up Casmil Corporation was to benefit both plants by utilizing more efficiently the best machinery and labor of each. We had difficulty in lowering the payroll the first year because of union pressure which would not allow us to correct a high wage scale caused by improper incentives that one of the plants had been using. For example, a silk presser earned \$100 a week, according to the incentive scale. By job shifting and normal turnover, we have reduced the number of these people to a minimum.

Sales programs separate

It was decided to retain separate sales organizations in competition with each other on the streets. Each organization was to pay Casmil Corporation for doing its work and, since Casmil is a nonprofit organization, each would share the profits or losses. The share that each would pay or receive was determined by the percent of volume that each organization furnished to Casmil Corporation.

Both owners received 50 percent of the stock in the new corporation. Equipment from both plants was pooled and the value of this equipment was determined by the actual book value of each piece. The difference in values between the plants was made up in cash.

Gene Hawk of Miller Laundry, a man well known in the industry as a leader in laundry production, was

named president and general manager with full control of all operations of Casmil Corporation. We felt it was necessary to have one man in control to avoid unnecessary delays and differences of opinion which in turn would make the consolidation more difficult. With this type of management, immediate action could be taken on any problem.

Many plans had to be made in advance to facilitate the move with the least confusion, loss of production and, most important, minimum effect on the customers. As a result of the move and downward trend of business we expected a further loss of volume of about 10 percent.

Each department was analyzed to determine the equipment, space and labor requirements for a weekly average of \$16,000 laundry and drycleaning volume. Production figures from both plants were very helpful in accomplishing this.

The Cascade plant, which had 34,000 square feet of floor space, was ideally suited for Casmil Corporation.

This plant also had two gas-or-oil-fired boilers, one a 150 hp. and the other a 260 hp., which were more than ample for the volume we anticipated.

Excess machinery left idle by the consolidation was available for sale. Revenue from the sale of this equipment provided cash to buy newer and more efficient equipment which, as I will explain later, also helped to alleviate production and labor costs.

Maintenance, engineering costs

To give you an idea of the amount of depreciation, taxes, repairs and maintenance saved by the sale of this equipment, here are some of the things we sold: One 260 hp. boiler and all the maze of pipes and fittings required to operate it; three 42-by-84 washers, one extractor, two starch cookers, conveyors, three shirt units, drycleaning still and filter, two drycleaning washers, and many small individual pieces from both the laundry and drycleaning departments. By moving out and renting one building, the firm eliminated all maintenance and engineering costs at Miller's.

Before the production merger there were six engineers (three in each plant) required to operate both plants. A short time after the merger, this requirement was cut to three and their time was more fully utilized than before.

Each building had required a full-time janitor. In the new plant only one was needed. Already there are four men eliminated and we haven't even touched the production department yet.

In the laundry department, plant supervision represented a saving of three people. Cascade had a manager and two nonproductive women who were department supervisors. Miller's had a manager and an assistant. A short time after the consolidation both of the women and one manager were



New damp assembly setup handles a "lot within a lot" of 30 bundles. It resulted from redesigning the 60-bundle-per-lot equipment formerly used at Cascade, saved 50 percent in labor and floor space



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for Colored Goods . . . for Diapers
for White Work
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For every tough specialty job—use safe, heavy-duty

ARCTIC SYNTEX HD

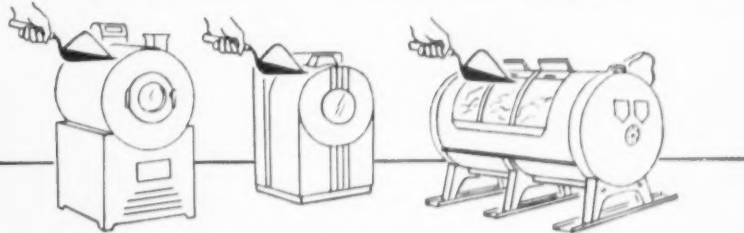
Using Colgate's ARCTIC SYNTEX HD is one sure way to satisfy even your most critical customers! This safe, easy-to-use detergent makes abundant suds—gets work REALLY CLEAN. It's especially effective for washing

woolens, synthetic fibres, all kinds of colored goods, diapers—and for hard-water washing of white work. Make your next order ARCTIC SYNTEX HD—you'll say it's the *perfect* detergent for those tough jobs!

NO MATTER WHAT EQUIPMENT YOU USE—ARCTIC SYNTEX HD GETS WORK CLEANER, BUILDS SATISFIED CUSTOMERS



ORDER TODAY! In 110-lb. fibre drums or 50-lb. paper bags!



Other C. P. Products for the Laundry Industry:

COLGATE FORMULA 40—Ideal for hot-water washing of all white work and fast-colored goods. This fine, high titer built soap assures better "sudsibility," quicker rinsing, cleaner finished work, lower soap consumption. Use direct to the wheel.
COLGATE LAUNDRY BRIGHTENER—Revolutionary new detergent aid! Guarantees whiter whites, brighter colors every wash!



FREE! New 1955 Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Ask your C.P. representative for a copy, or write to our Industrial Department.

COLGATE-PALMOLIVE COMPANY, Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill. • Kansas City 5, Kans. • Berkeley 10, Calif.

April 15, 1955

eliminated, leaving only a superintendent and assistant.

In the check-in department we were fortunate in that both plants had used key-tag, pin-and-net identification systems. In this department we eliminated one bundle sorter who also weighed loads and coordinated lots.

The merger of this department also presented a problem of damp-assembly space. In order to reassemble the bundle after washing, we had to have a very large space for the damp-assembly monorail. We needed this space for the third flatwork ironer, so it was

necessary to eliminate some of the work passing through the damp assembly.

We accomplished this by installing the ticket-tube system for checking in flatwork. By using 30-by-40, 14-pound-capacity nets, the flatwork portion of most bundles could be put into one net. The flatwork was then put into separate lots with the size of the lots determined by washer capacity. After the flatwork lot is washed, it goes directly to the flatwork ironer, saving the delay and labor of damp assembly. Since over 50 percent of the average

family bundle consists of flatwork over half of the damp-assembly labor was eliminated. This job, which was formerly done by three people, is now done by one girl.

The bachelor-bundle marking system also presented a big problem since both plants had used different systems, one invisible marks and the other black ink marks. After a trial with each we found that black-ink marking was better suited for our purpose because it required much less space and equipment.

We installed 30-bundle lots, using the lot-within-a-lot system, with key tags for lot identification. We found that 120 bundles contained approximately 300 pounds of white work which was ideal for the machine we had set up for shirt washing. One of the plants had previously used 100-bundle lots and the other 60-bundle lots. By cutting the lot size to 30 bundles, we made check-out easier. (This will be explained a little later.) The invisible marking had required three girls and the black-ink marking one and a half girls, plus one lot coordinator. With the installation of the present system, the requirement was cut to three girls and one lot coordinator, a saving of one and a half girls.

Washroom savings effected

In the washroom department, both plants had required a total of five men. Since not all the equipment was automatic at that time and because of peak loads at the beginning of the week, one plant had needed two men and the other three to operate two separate washrooms. In the combination of the two, however, only the most efficient equipment was used. Through the sale of surplus equipment we were able to purchase a new 42-by-84 automatic unloading washer.

With all washers automatic and two of them self-unloading, we were able to reduce washroom personnel by two and a half men. With the combined volumes of both plants, we were also able to wash more efficiently by using every machine to capacity. Consequently, our washroom supply costs were greatly decreased from the costs of operating two separate washrooms. A good example of this is the cut in starch consumption. We now use the same amount that one plant had formerly used—a saving of half.

In the flatwork department, which consists of one four-roll and two six-roll ironers, the labor requirements remained nearly the same after the merger. The two six-rolls required five girls each, the four-roll four girls plus two check-out and wrap girls, one pillowcase touch-up and one hanky



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IRONER ROLLS
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BESTOS BINDERS & COVERS

The patented protective asbestos assembly for flatwork ironer rolls that guarantees the lowest productive labor or material cost. The cover is separable from the semi-permanent binder so that replacement of cover or pad can be done in minutes.

"G" BESTOS COVERS—with Cotton Pads, for the operator who wants superior finish and drying!

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**"Tingue, Brown & Company—
The Industrial Fabric House of
Quality"**

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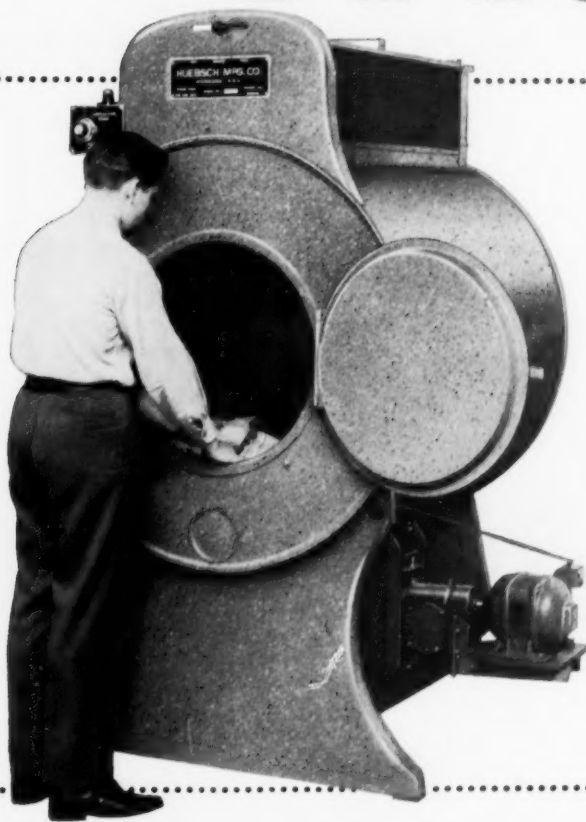


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BIGGER *capacity*

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● Among all dryers on the market, the big, dependable "work-horse" is the HUEBSCH "42." It is 42" in diameter and 42" in depth... and its huge capacity (80 to 100 pounds dry weight) more than doubles the capacity and output of a conventional 36"x30" tumbler! The HUEBSCH "42" provides faster, more efficient drying at amazingly low original, operating and maintenance costs. Operates with very little steam and little electricity (it uses only a 1½-HP motor). If you have a large-volume drying problem (as most plants do these days) get the facts on the HUEBSCH "42." You'll be glad you did!

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Made by the world's largest manufacturer of open-end drying tumblers

HUEBSCH "42"

OPEN-END TUMBLER



In the consolidated marking department four girls do the work of five. Cascade had three girls marking in family bundles and Miller's had two.

girl. Through the sale of surplus equipment we have since equipped both of the six-roll ironers with automatic folders which made each a four-girl operation and eliminated two girls.

In the wearing apparel pressing department, both plants had been on AIL production standards. We require our employees to maintain production of at least 100 percent so the labor requirement remained the same. The saving in this department was one lot coordinator.

Each plant had required a lady for minor repairs and button sewing;

however, the time of neither was fully utilized. The present operation requires only one person in this department, a saving of one girl.

The shirt finishing and check-out departments of both plants had been in need of better layout to reduce handling and unnecessary backtracking between the two departments. We had formerly finished the shirts, piled them into a truck, and moved them to another part of the building where they were again picked up and sorted into the check-out bins. To eliminate the extra handling and piling into trucks, we reduced the size of the lots

to 30 bundles and put a check-out bin and wrap table at each shirt unit. The shirts are now taken directly from the folder and placed in the sorting bin. By eliminating the waste motion and backtracking we were able to save two check-out girls.

The drycleaning department was also a source of saving in superintendence. Before the merger Cascade had a manager and a nonproductive lady floor supervisor. Miller's had only a manager. Management of this department is now effected by one manager. This meant a saving of two more people. By combining the larger-capacity equipment of both plants for the Casmil drycleaning washroom, we eliminated two cleaners. The man who does the cleaning at the present time is paid a regular salary plus a bonus on sales over a certain amount. This incentive keeps him happy in peak seasons when the work is much heavier than normal.

With the extra volume provided by the consolidation, we were able to fill the jobs which were formerly too much for one person and not enough for two. In the combination of the two plants we were able to eliminate two spotters, one marker and two assembly-check-out girls.

The over-all picture

Looking at the over-all picture, we were able to revamp each department with the highest production and lowest costs in mind. We now maintain laundry production of \$160 per operator. Our average laundry sales for last year were \$10,400 a week and we maintained an average productive payroll of 27.9 percent with good prospects this year of lowering it further. This production figure is 2 percent lower than one of the plants' last year of operation and 4 percent under the other's.

Average drycleaning sales for last year were \$4,500 per week. Because of the difficulty in adjusting salaries which were out of proportion, the average drycleaning payroll percentage of 32 percent is not yet where it should be. However, it is 2 percent lower than last year and headed in the right direction. Although this percentage represents an increase of 8 percent over the former payroll of one of the plants, it also represents a decrease of 11 percent from the other.

Twenty-eight people were eliminated throughout both plants by better use of equipment, installation of more modern labor-saving equipment, and fuller utilization of labor. With the present operation, we are consistently lowering costs and increasing profits. □□



Shirt-wrapping tables and checkout bins are located at the finishing units. Each unit consists of three finishers and a combination assembly-checking-wrapping girl, produces about 950 shirts per 8-hour day.

Laundry News Notes



BLANDING, UTAH—LaRay Alexander, mayor of Blanding, and Loren Hawkins recently opened A & H Laundry. The plant is managed by Mrs. Macy Hawkins.

CLOVERDALE, CALIF.—Mr. and Mrs. P. E. Markham recently bought the Cloverdale Laundromat from Mr. and Mrs. Hamilton P. McCann.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Kathleen's Laundromat, 3137 W. Eighth St., by Lottie and Egon Feldman to Dorothy and Hyman B. Teitelbaum.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Laun-

dromat, 5280 Hollywood Blvd., by Alexander C. Bottner to Max Flaxman.

BANNING, CALIF.—A new laundry is under construction at 979 E. Ramsey. Isaac Link is the owner.

SAUSALITO, CALIF.—William Lee has purchased LaBlanche Laundry, 109 Second St., from Elbert Chin.

LAS VEGAS, NEV.—Chet Carrigan has opened Carrigan's Laundry and Dry Cleaners, 2908 E. College.

WHITTIER, CALIF.—Notice has been filed of the intended sale of Westinghouse Laundromat, 1163A Quad Way, by W. N. Swanberg and J. L. Schlecht to Ida E. and Herbert C. Thomas.

CONCORD, CALIF.—Andrew E. Kohr has leased space in the new Concord Shopping Center, and plans to open a self-service laundry and cleaning plant.

FILLMORE, CALIF.—Mrs. Alice Maxwell recently held the grand opening of Maggie's Wash, 450 Clay St.

MILL VALLEY, CALIF.—Robert F. Moad has announced plans to open a laundromat at 118 Throckmorton.

NOWATA, OKLA.—Mr. and Mrs. Cecil Griffith have purchased the OK Laundry, 214 N. Maple, from Mrs. Thelma Bitters.

SANTA CLARA, CALIF.—Robert Warner has purchased Santa Clara Laundrette, 941 Main St., from E. E. Eliason.



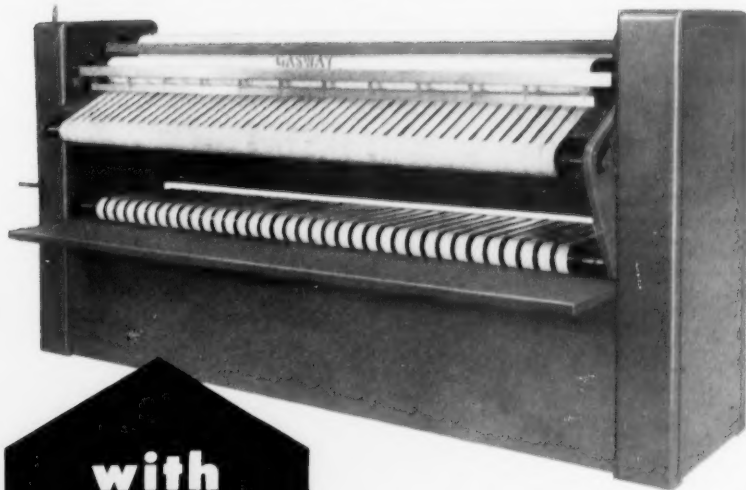
PARRY SOUND, ONT., CANADA—Bow Young has made application for a permit to establish a laundry at 107 James St.

EXETER, ONT., CANADA—Ed Brady of Brady Cleaners and Laundretoria Ltd. recently held open house to celebrate the opening of a new Laundretoria.

NORTH ADAMS, MASS.—Arthur H. Brown, Adams Laundry and Dry Cleaning Co., was elected vice-president of the Adams Board of Trade recently.

WEST JEANNETTE, PA.—Anthony Masciantonio recently held open house to celebrate the opening of Model Laun-

BETTER, FASTER flatwork production



with
GASWAY
3-D
ironers

Gasway
CORPORATION

Better, faster flatwork ironing... the Gasway 3-D has more ironing surface, more heating capacity, more accurate heat control—plus the new dimension in flatwork ironing, "Hand Ironing Action."

Never before so much production in so little space... such low first cost, low operating cost. Widths 60" to 110". Output up to 1600 lbs. per 8 hours. Gas-fired or steam-heated.

Ask your jobber about the new profit-making Gasway 3-D line. Or write for new Bulletin 127.

6461 N. RAVENSWOOD AVE. • CHICAGO 26, ILL.

dry's new plant on Gaskill Ave. The store will offer curb service.

SHERBROOKE, P. Q., CANADA—Sherbrooke Laundry recently held its sixth annual open house to celebrate its thirty-sixth anniversary.

PATERSON, N. J.—Purchase of the Hessler Laundry Service by the Little Falls Laundry, Little Falls, was announced by Robert V. Archibald, partner and sales manager of the Little Falls Laundry.

BELLEVILLE, N. J.—White House Laundry, 28-32 Newark Ave., was de-

stroyed by fire recently. Ben Spagnoletti, owner, estimated the loss at over \$100,000.

VINELAND, N. J.—Harold E. Rhoades and Harry Graham have opened Vineland Laundromat Half-Hour Laundry, 8 S. Eighth St.

JERSEY CITY, N. J.—James and Ceil Davis have purchased a launderette at 781 Newark Ave. from William J. Bergmann.

NEW YORK, N. Y.—Consolidated Laundries recently purchased Central Linen Supply of New Haven, Conn.



POULSBORO, WASH.—Mr. and Mrs. Fred King, owners of the Poulsbo Laundry and Viking Cleaners, recently held open house to celebrate the opening of their new Laundromat.

LAUREL, MONT.—Scott's Laundry & Dry Cleaners, operated by Chester G. Scott, has installed new equipment.

MEDFORD, ORE.—Arrow Laundry and Dry Cleaners, 520 S. Riverside Ave., has completed a remodeling program, according to John Ramsey. The firm previously dealt in drycleaning only.

ESTACADA, ORE.—Ralph Callahan has leased a building on Broadway, which he plans to remodel and convert into a self-service laundry.

GRANGEVILLE, IDAHO—Mrs. W. E. McDonald recently held open house to celebrate the opening of McDonald Self Service Laundry, 521 Crooks St.

CALGARY, ALTA., CANADA—Leo Smith, president of Premier Laundry Ltd., recently awarded a certificate and cash to Jim Rowe for his driving record of 31 years without an accident.



LAKE WALES, FLA.—Laundry Basket and Warren's DeSota Cleaners have merged, it was announced recently by Joe Settle and Ben Darby.

CAMBRIDGE, MD.—Choptank 30-Minute Laundry, Choptank Ave. and Travers St., has opened recently after extensive remodeling, and has installed new equipment.

HOMESTEAD, FLA.—C. G. Martin recently held open house to celebrate the opening of Thrift Launderette, 237 S. Krome Ave. Mr. and Mrs. Maynard Fryer are the plant managers.

AVONDALE, S. C.—Wee Wash It, 11 Magnolia Rd., has been opened by Mr. and Mrs. D. B. Schuman.

COLUMBIA, S. C.—Crystal Linen Service, 803 Main St., opened recently, according to Charlie Stork. Herbert

Iron Out Production Bottlenecks

WITH

Leef Flexible FORMS



TROUSER FORM

Save countless hours of operator time. Pedal operated, exerts just enough pressure to bring trouser leg to original size and shape. For top efficiency, each operator can handle a four machine unit: Trouser Form, Pocketeer, 51 Press and Mushroom Press.

**Makers of
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BEARINGS
AND
EXPANDING
FORMS**

OVERALL SLEEVE

Expands to fit all sizes and shapes of work clothes. Sleeves finished; or shaped and partly dried.



POCKETEER

Expands to steam-press all sizes of pockets, eliminating separate pressing. Garment finishes with all the pockets open.



COAT SLEEVE

Saves press time. Dries sleeves in a few seconds and leaves them open. Makes a fine finish without pulling or smoothing



NURSES SLEEVE

Cuts down on the amount of hand work. Fits extra full shoulder and finishes with sleeves opened up.



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BROS., INC.

205 IRVING AVENUE NORTH
MINNEAPOLIS 5, MINNESOTA

Brown is co-owner with Mr. Stork and Lloyd Hamiter, owners of Sunshine Laundry and Cleaners.



CARLINVILLE, ILL.—John Ferkeitch has announced the opening of a new self-service laundry at 303½ N. Broad St.

EVANSVILLE, IND.—Hardin-Musick, Inc., operator of Half-Hour Laundry Stores, plans to open a fourth self-service laundry at 1320 N. Fares Ave., according to Porter M. Musick.

KENOSHA, WIS.—Charles T. Werner recently held open house to celebrate the opening of Wee-Wash-It Laundry, 3923 60th St. The new laundry will serve as an outlet for the Werner Kenosha Laundry and Cleaners.

PANA, ILL.—Mr. and Mrs. O. S. Moon have purchased the Denton Self-Service Laundry from T. F. Denton.

CLINTON, IOWA—Excelsior Laundry and Cleaners, 501 N. Second St., plans to open a new branch office at 508 S. Second St., according to Forrest Krauss, manager of the firm.

LANSING, MICH.—Charles Jim Hicks has leased the building at 2900 E. Michigan Ave., where he plans to open a laundromat and drycleaning service in the near future.

DETROIT, MICH.—John L. Anker, LaMeasure Bros., Inc., has been elected president of the Detroit Institute of Laundering. Other officers include Henry Auslander, vice-president; S. P. Baker, treasurer, and J. Lapides, secretary.

WEBSTER GROVES, MO.—H. W. Lynes has opened South Webster Wash-tub, 505½ S. Elm Ave.

LE MARS, IOWA—Martin Pottebaum recently purchased the Feddersen Laundrette, 1211 Pierce St., from Mervin W. Feddersen.

ROCK ISLAND, ILL.—Parker Laundry Co., 1314 Third Ave., will be operated under the name of Parker Laundry

and Dry Cleaning Co., according to A. N. Parker, founder of the firm. The company will be managed by Paul A. Parker.

HARTFORD CITY, IND.—Progress Laundry and Dry Cleaners, 223 W. Washington St., was destroyed by fire recently. Joseph Candia, owner of the laundry, said the loss is estimated at about \$30,000.

SPRINGFIELD, ILL.—Barr & Chism Automatic Laundry, 507 E. Madison St., recently installed some new equipment.

ROYAL OAK, MICH.—John L. Anker, president of LaMeasure Bros., Inc., De-

troit, has announced the opening of the company's new branch office at 4529 Woodward.

ST. LOUIS, MO.—Morris Lazaroff, partner in Clean Coverall Supply Co., 1122 S. Seventh St., has been assigned the chairmanship of the Cleaners, Dyers and Launderers Group in the 1955 Jewish Federation Welfare Fund Campaign of St. Louis, for the second successive year.

LANCASTER, OHIO—Barber's Laundry and Dry Cleaners, 777 S. Columbus St., has installed new equipment, according to P. C. Shaver, owner.



ULTRA-LITE

The Fluorescent Saver

To make whites
ULTRA WHITE, to make
colors **ULTRA BRIGHT**

SAVES BLEACH Reduce the amount of bleach one-third, giving fabrics longer life.

SAVES BLUE Blueing can be completely eliminated when you use ULTRA-LITE.

SAVES WATER The high water level in the blueing operation is now unnecessary.

SAVES TIME At least 5 minutes running time from every load.

Consult your Keever Sales-Service Man

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COLUMBUS 15, OHIO

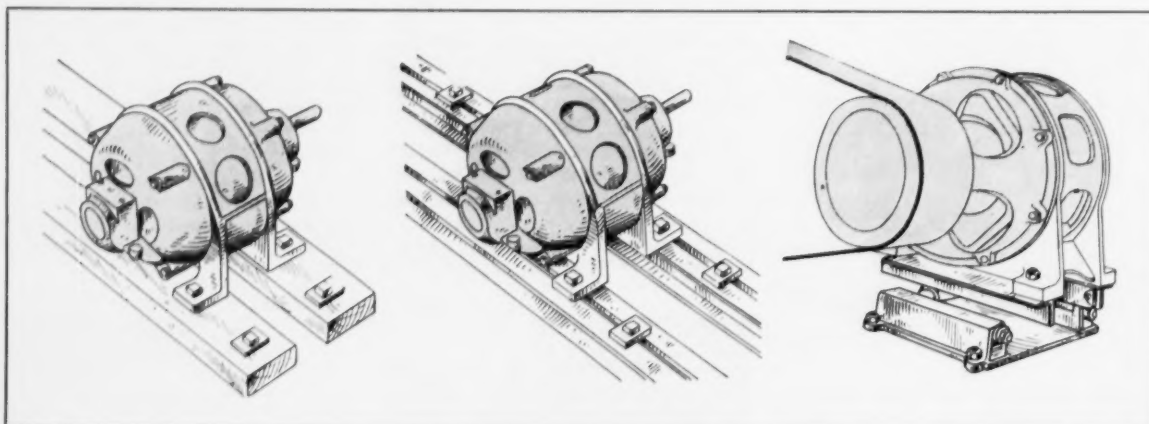


Fig. 1. Rigid mounts not so hot . . .
Because the belt slack can be taken up only by splicing, by using an idler, or by uprooting the motor. No thanks!

Fig. 2. Slide rails stack up better . . .
Because moving the motor increases the belt tension. But you still have to realign the motor under tension. Hmmm

Fig. 3. Automatics fill the bill . . .
Because the belt tension is maintained automatically by weight or by reaction torque of the driving motor. Yessir!

How To Maintain Belt Tension

By JOSEPH C. McCABE

FLAT BELT TENSION can be a headache these days. Gone are the days of the slow, "long-center" drives where belt sag gave all the belt tension needed to prevent a belt from slipping around the pulley of a driven machine. Yet you'll find belt drives on a surprisingly high number of laundry machines. Some of them are slipping for all they're worth or the belt life is being needlessly shortened.

Here are some helpful comments on the latest methods of achieving belt tightness as well as some time-honored methods of improving belt performance on older equipment.

The most modern laundry design uses individual, high-speed electric motors to drive each machine, and cuts the center distance between driver and driven pulleys to a couple of feet. Without the old sag, belt tension must be applied by some external means, the most logical being through the motor base. Let's take a look at the different bases for doing this job.

Rigid Mount: Here the motor bolts to the floor, wall or ceiling with a fixed amount of tension placed on the belt to start with. The only trouble is, if the belt stretches through use or expands from centrifugal force, you have to either take it off and splice it, or uproot the motor (Fig. 1). Idler pulleys are often not practical on short-center drives.

Slide Mount: A second method is to bolt the motor to a couple of slide rails, as shown in Fig. 2. Here again, however, if tension slacks off you still have to shut down your machine to move the motor back. You also have to realign it manually if there is any sizable play in slots—at best a lot of work.

Probably the best manually adjusted base is a sliding one moved by thumb-screws. The motor is aligned to start with, and tension can be stepped up without shutting down the equipment. This method, however,

still requires that someone see or think of the fact that the belt needs tightening, and then perform the operation manually.

Automatic Tension: For every pain, there's a pain killer. Here it's the automatic-tension-maintaining motor base

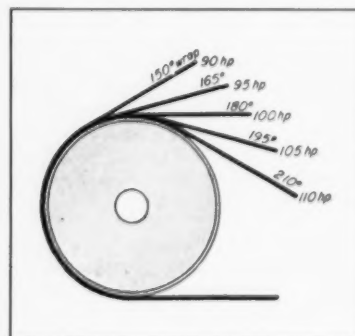
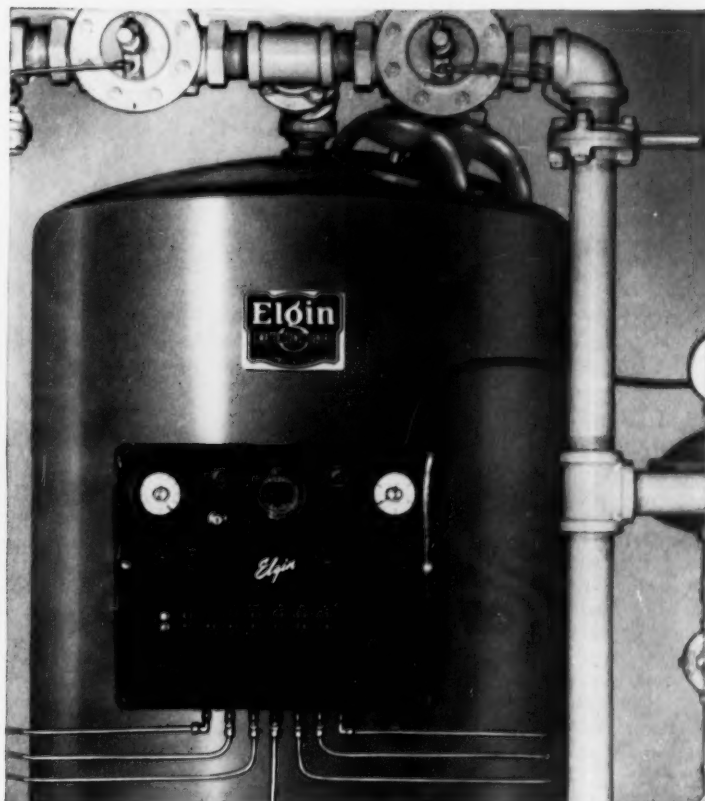


Fig. 4. Belt capacity increases or decreases 5 percent for each 15-degree change in belt wrap

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**AUTOMATIC
WATER
SOFTENER**

*It's
Hydraulically
Operated
by Magic Pilot*

Costly Loss of Zeolite Prevented

The zeolite ion exchange material in this water softener is "locked in" by an ingenious "Double Check" manifold system to prevent costly loss, and to give more efficient regeneration. This manifold also permits far more exchange material to be placed in the softener to give up to 44% greater capacity so that a smaller unit will meet the need.

Your Softener Easily Converted to Automatic Operation

Save valuable manhours, eliminate human error, and increase the efficiency of your present water softener by converting to automatic operation. Write for details.



Here is today's most dependable automatic water softener—a product that sums up the best of all we have learned in nearly a half century of experience. It operates on the time proved hydraulic valve principle and is controlled by a new and unique automatic pilot to deliver a constant supply of zero soft water without attention.

The time interval and flow rate of each regenerating step of the Ultramatic is individually adjustable for maximum efficiency under any operating requirement or water characteristic. The reasons why this flexibility is highly essential to satisfactory performance, together with complete information about this water softener, are given in Bulletin 612. Write for your copy.

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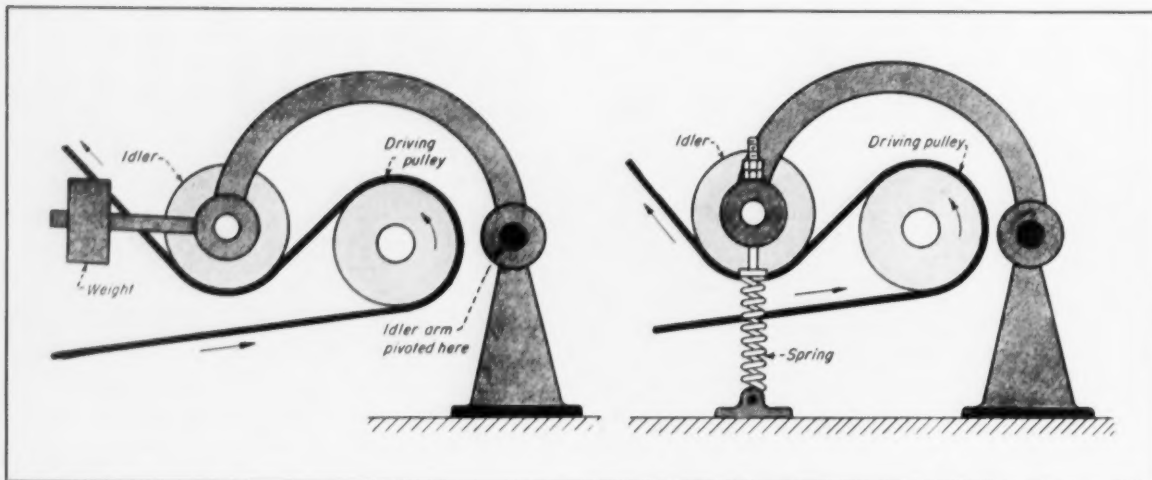


Fig. 5. Gravity-type floating idler has adjustable arm. Total weight of idler keeps the unit from bouncing under sudden belt loads

Fig. 6. Spring-loaded idler floats on belt's slack side. Keep idler size equal to or greater than diameter of the small pulley

(Fig. 3). This base takes one of three forms employing:

1. Gravity
2. Reaction torque, or
3. Springs to give tension under varying loads and varying belt conditions.

Here's how each works:

Gravity-pivoted base: The motor is bolted to a pair of arms pivoted at one end. Depending on the amount of tension desired, part of the motor overhangs the pivot center of the base on the opposite side from the driven pulley, and the weight of the motor maintains a constant belt tension.

Arms of the base can be adjusted for width and length to take different-size motors, and the motor can be moved to give the desired overhang and tension. For best results when mounted on the floor, the drive should be set up with the tight side of the belt nearest the pivot. Whatever the arrangement of drive, the ratio of driven and driver pulleys should go no higher than 7 to 1. It's also a good idea to keep the center of the driven

pulleys above the center of the motor shaft, and the distance between centers from one to two times the diameter of the larger pulley.

The standard gravity base used on horizontal-drive setups can be mounted on floor, wall and ceiling. For vertical up-drives, the standard base is being used with adjustments in the motor position. Vertical down-drive bases have the weight of the motor counterbalanced by heavy coil springs connected by threaded rods to the arms. Tension is altered by adjusting the spring pressure.

Reaction-torque base: For every action there's an equal and opposite reaction. That's the principle involved in this design. The motor is slung on a carriage with the pivot between the motor's feet and shaft.

For vertical "down" drives, a special base is used. The motor is counterbalanced by a weight on the opposite side of the pivot, and the drive arranged so the motor will rise away from the driven pulley. For vertical "up" drives, either the standard or

the special base may be used depending on conditions.

Some gravity bases have the pivot between the feet of the motor. This utilizes the reaction torque of the motor to vary the tension as the load varies, and the weight of the motor to maintain a constant workable tension.

Spring-type base: This is not a pivoted base, although it does adjust tension automatically. The motor is mounted on a sliding base, and springs maintain the tension. To increase belt tension, the spring tension can be increased by thumb-screws while the motor is running.

This base can be installed in any position, and will operate both horizontal and vertical drives without modification. At present, this base is available in sizes to fit all standard motors to 15 hp. at 1,800 r.p.m. A tight belt means a short life for both the belt and the bearings next to the pulleys. Automatic bases maintain tension to fit load requirements, yet eliminate continuous high tensions.

Time-honored methods

How about the time-honored methods in which the belt is somewhat longer and you can take steps to maintain belt tension by operating on the belt itself?

The answer to this is to look upon the flat leather belt as a type of friction drive. It's just as dependent on the laws of friction as the clutch or brake. Friction, as you know, can be defined as the force that resists moving one surface over another. It's this frictional force that makes the pulley

(Continued on page 76)

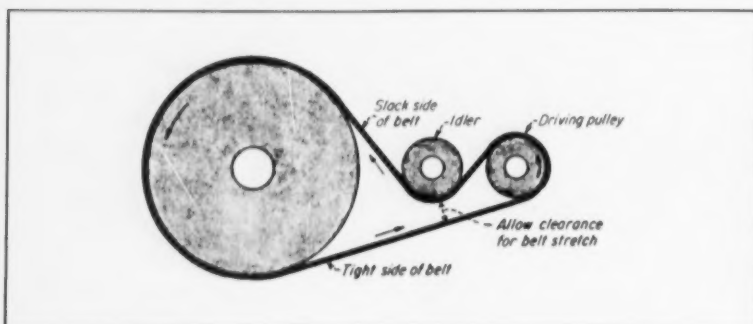


Fig. 7. Correct location for idler is on belt's slack side. Place idler so belt length between idler and pulley equals belt width

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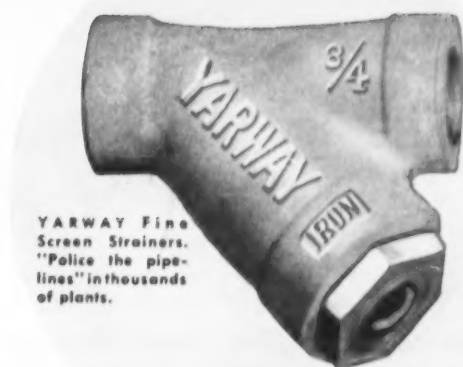
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The above illustration shows a finger valve. It is standard equipment on every Ingersoll Rand Type 30 Compressor through 5 hp. In your plant it means prevention — lost time prevention — extra-expense prevention.

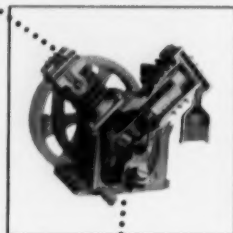
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Your own maintenance man can fix a finger valve in 15 minutes or less—usually less. Compare this to the extra time and money involved in sending for an expensive compressor service man—waiting hours for him—waiting another hour or more 'til the job is done. Why not put this to work in your plant — to save you time — to save you money. Call your I.R. Laundry Equipment Supplier today, or write:

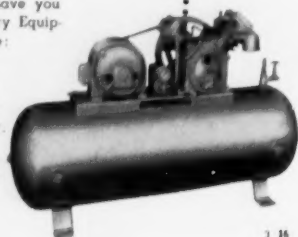
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Engineering Questions and Answers

Subzero Tank Protection

Engineering Editor:

The cold weather is pretty near over and it's probably late to be asking help on this problem but anything you can furnish will help out next year. We have a rooftop steel tank that we use for fire protection mostly. The outdoor temperature in our country may get as low as -60°F . How can we keep the tank from freezing?

After checking on this situation, which frankly we had never encountered, we sought answers from several operating engineers around the country and got the following collection of ideas.

Engineer No. 1: Drain the tank whenever a temperature of -20°F , or less, is expected. But before draining, check your fire insurance requirements. They may prevent you from draining any or all water from the tank. We've operated our outdoor tank successfully without heaters during -10°F weather by limiting the amount of water stored in it. We continuously circulate water through an oversize standpipe and a special riser on the tank top during the periods of extreme cold.

We figure the additional pumping costs are far less than the cost of steam for heaters. We find it wasteful to heat tank water to a temperature higher than 38°F . Where you must use insulation, hair felt is excellent. It should have a wrap of tarred roofing felt and a final coat of asphalt-base aluminum paint.

Engineer No. 2: Our tank dimensions are about 25 feet in diameter and 33 feet in height. If this tank is exposed on

all sides and top and bottom, the total area open to contact with atmospheric air is 3,570 square feet. With a water temperature of 40°F , heat loss is 1.92 million B.t.u. per hour when the outdoor temperature is -60°F .

There are three solutions to this problem: (1) Maintain sufficient water flow to prevent the temperature's falling below 40°F . (2) Heat the water with a steam coil in the tank or by recirculating through the building water heater. (3) Insulate the tank and piping to reduce heat loss.

With water leaving the main at 50°F , a 24,000 g.p.h. flow is required to maintain 40°F in the tank. Or a flow of 16,000 g.p.h. will maintain a temperature of 35°F . Direct heating with 45 p.s.i.g. steam requires about 2,000 pounds per hour of steam.

If the full tank is left uninsulated at -60°F and zero flow, it will take 3.3 hours to cool from 40° to 32°F .

Insulation of tank and piping, therefore, appears desirable. The only problem here is that in summer the water temperature will be much less than the dewpoint of the surrounding air. So take precautions to seal the outer surface of the insulation against both rain and water vapor. If you neglect this, atmospheric moisture will accumulate in the insulation, destroying its effectiveness. Tank temperature is too low to drive off this moisture during dry periods. For best results, choose an insulation with high moisture and penetration resistance.

I recommend 2 inches of rock-cork insulation for this tank. A weatherproofing cover of asbestos and portland cement, with an outer coating of weatherproofing and vapor-sealing asphaltic material, is also needed. The best application methods for the insulation and weatherproofing can be obtained from the manufacturer.

In the past three years I've had some enlightening if painful experiences with water towers used for small communities in western Canada. From these I learned that adequate rain and vapor seals on the outer surface of the insulation are extremely important. Be sure to anchor the weatherproofing directly to the tank instead of trying to support it on the insulating material.

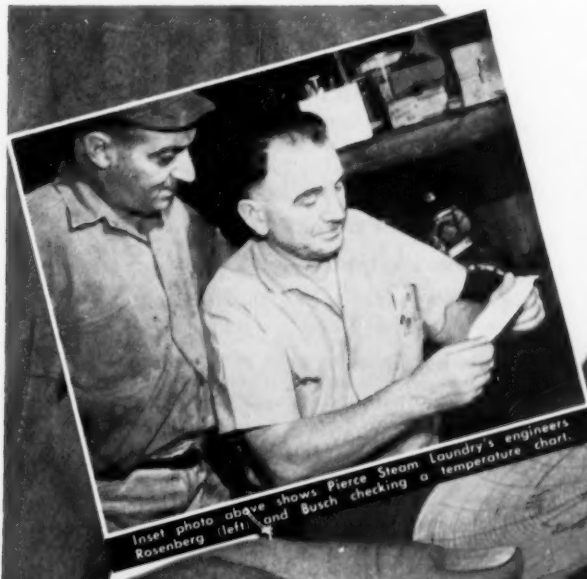
I also recommend rock cork for pipe insulation. It is available with factory-applied vapor- and weatherproofing. It is interesting to note that with ice-water thickness on a 6-inch cold-water pipe, 3.95 hours are required to cool the water from 40° to 32°F , when there is no flow in the pipe. To prevent freezing, 3.8 pounds per hour per linear foot should flow through the pipe. With brine-thickness covering, freezing time is 6.0 hours, flow 2.5 pounds. When heavy-brine thickness is used the time is 7.0 hours, flow 2.17 pounds.

Insulating the tank with rock-cork sheets will reduce heat loss to 50,000 B.t.u. per hour, requiring a flow of 625 g.p.h. to maintain 40°F in the tank. Time to cool from 40° to 32°F with no flow is 128 hours.



"I'm always after him to delegate some of the work to the people under him. All of a sudden I realize there is no one under him!"

Good news from a temperature chart



Inset photo above shows Pierce Steam Laundry's engineers Rosenberg (left) and Busch checking a temperature chart.

New hot water supply system

Revitalizes
entire Brooklyn laundry

Abundant, rust-free hot water is the life blood of a laundry. When the temperature fluctuates, or the supply is inadequate, everything goes wrong.

That's what happened at Pierce Steam Laundry in Brooklyn, N. Y. Increased sales had put too much demand on their existing system. Hot water was drawn off too fast and too often.

Temperature of wash water frequently fell as low as 110°F just when it was needed most. At times only 4 out of 16 wash wheels could operate. Complete rewashing was often necessary. Employees were kept waiting while the water temperature built up, with the result that expensive overtime was necessary to keep up with daily production.

Then **p-k** laundry engineers analyzed Pierce's needs and drew up a plan calling for one **p-k** instantaneous heater, one **p-k** booster heater, a cement-lined accumulator tank, and a closed type waste water heat reclaimer to replace an outmoded type. Instead of a constant struggle to get hot water, an abundant supply was now on tap.

Results revitalized Pierce's entire operation. Rewashings were no longer necessary, and soap, chemicals, and even hot water were saved. Specialized fabrics were no longer ruined

because of improper heat levels. Closedowns and overtime were eliminated. Employees were able to work as an integrated team. Management's headaches disappeared.

Today Pierce's system not only handles its full volume of business smoothly, but it's set for future expansion. It's using substantially less fuel than it did with its old reclaimer. Live steam is now used only 20 minutes each morning for heating water, while excess exhaust steam is available to heat the whole building in winter. Despite all these benefits, this new, more efficient **p-k** waste water heat reclaimer is only one-half the size of the one it replaced.

The moral? Efficient, economical engineering of your hot water system affects your whole plant operation. Without obligation, ask a **p-k** laundry engineer to estimate the savings on fuel and other operational expenses. Or write today for a **p-k** "Fuel Saving" Calculator, shown here.

The Patterson-Kelley Co., 140 Wilson Avenue, East Stroudsburg, Pa.

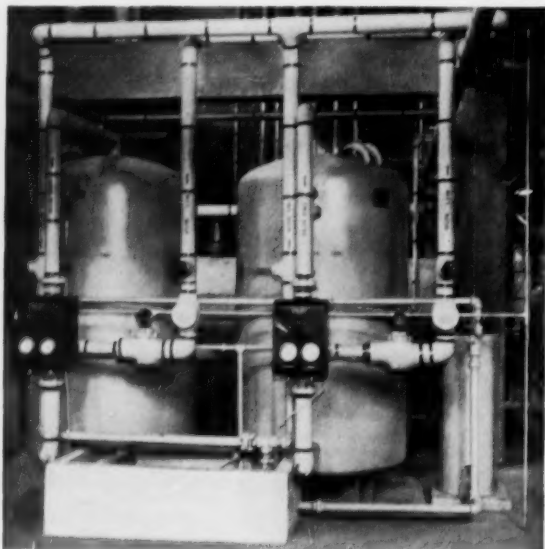


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April 15, 1955

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Maintaining Belt Tension (Continued from page 72)

drive the belt and keeps the belt from slipping. And friction is linked with belt tension.

Belt tension does two things:

1. It holds the belt snug against the pulley, creating the force required of any friction drive.

2. When belt tension is uneven on both sides of the pulley (as it must be under a load) there is a tendency to pull the belt around the pulley. As the belt tries to move around the pulley, friction between surfaces tends to move the pulley with the belt. If belt friction is too small, the belt moves without turning the driven pulley and you have true slip.

You can lick this slip by pressing the belt harder against the pulley; that is, increasing tension on both sides of the belt or using a belt or pulley with a higher coefficient of friction. If tension on the tight side of a belt cannot be further increased over that on the slack side without breaking fastenings or undue stretching, use a thicker or wider belt. The belt must stand up under the strain of driving and the strain of holding itself against the pulley.

The force a belt exerts in turning a pulley is the difference in tension

between the tight and the slack side of the belt. This difference, the resultant tension, is called the *effective tension*.

To drive this point home let's say tension is 160 pounds on the tight side and 50 pounds on the slack side. Effective tension is then 160 — 50, or 110 pounds. If belt speed is 2,000 f.p.m.*, the power transmitted by it is $(110 \times 2,000) \div 33,000$. This works out to be 6.66 hp. (The 33,000 is the number of ft. lb. in 1 hp.)

Belt Wrap: Now let's see how belt wrap (arc of contact) links in with tension and friction. For a given pulley and a given belt, wrapped for a given arc around the pulley, low-side tension is a fixed fraction of high-side tension. When you get right down to it, the flat-belt drive is a sort of tug of war. The belt transmits power only to the extent that the tight side is tighter than the slack side.

As a case in point, take an average leather belt and cast-iron pulley. If the angle of wrap is 180 degrees, the belt starts slipping heavily when slack-side tension drops to about 44 percent of tight-side tension. This drop in

slack-side tension is automatic as the drive is loaded. At no load, tension is equal on both sides.

This 44 percent holds for all pulley diameters, belt widths and thicknesses within reason. It varies only as the friction coefficient varies for different leather and pulley surfaces.

Carrying More Load: You may have a drive that just won't carry its present load efficiently. In many such cases it may be possible to increase the arc of contact on the offending pulley by slackening the belt, increasing the center distances, changing the slack side from bottom to top (on long horizontal runs) or by adding an idler. The three sketches (Figs. 5, 6 and 7) show three ways of installing the idler that have worked out well in the past.

How much can you gain by increasing belt wrap with an idler? A good rule of thumb is to add or subtract 5 percent of the power being transmitted for each 15 degrees that the angle of contact exceeds or falls short of 180 degrees (Fig. 4).

Belt Speed: Tension plays another part in addition to creating friction and effective tension. It must counteract the belt's tendency to fly off the pulleys through centrifugal force. A

* Feet per minute

belt moving 5,000 f.p.m. is traveling nearly 60 m.p.h. It approaches a pulley at this high speed. Then in a split second the belt is turned around the pulley to run at this same high speed in the opposite direction.

As the belt drive is speeded up, increasing centrifugal tension tends to enlarge the belt in all directions. This reduces belt pressure on the pulleys, decreasing the capacity of the belt to transmit power. At excessive speeds the belt may actually become too large for the drive, dropping off the pulleys. Centrifugal force in a belt increases as the square of belt speed and directly as belt weight. That's why you use lightweight belts for high-speed drives.

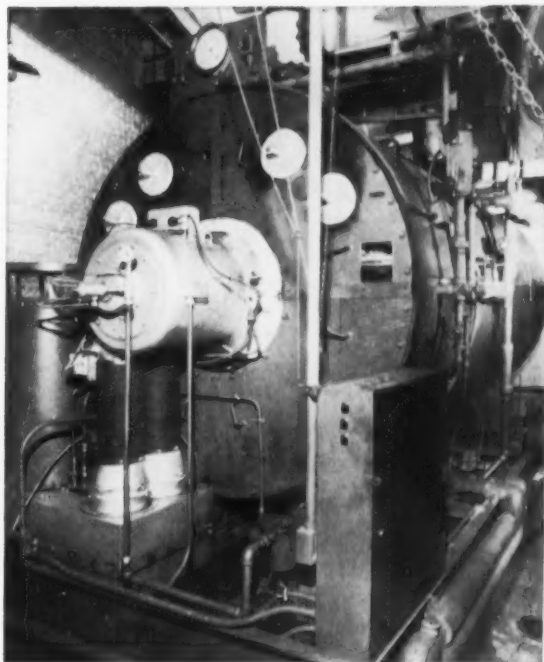
Idlers at Work: As mentioned above, proper belt tension and belt wrap are two essentials of any drive. The manufacturer cannot sell them; they're completely under your control.

A time-honored rule for getting proper tension is to measure, with a tape line, the length of belt needed to connect the two pulleys. Then deduct $\frac{1}{8}$ inch for each foot of belt. This rule works fairly well for long drives since belt elasticity makes takeup necessary only at fairly long intervals.

But today many flat leather belts operate on short centers. They often have some automatic takeup for tension control. Automatic motor bases, as we said earlier, are generally used to fill the bill. But, as shown in the sketch, a floating idler pulley (Fig. 5) will give you automatic tension and take up control. Or the idler can be pressed against the belt by weight or spring (Fig. 6).

Besides controlling tension, the idler increases belt wrap. This means the belt can deliver more hp. Further, by adjusting idler position you can correct some pulley misalignment. This is handy with wide flat belts that may not hold in line with slightly crowned pulleys, or where the belt may be damaged by excessive crowns.

Belt "Killers": You may have heard that some idlers are belt killers. This is true if they're not properly installed and adjusted. A first-rate installation has the idler on the slack side of the belt (Fig. 7). Idler loading is adjusted to put maximum required tension on the belt to drive the maximum load without slipping. As load increases, stretch on the tight side is transferred to the slack side. Then the idler drops to the lower level depending somewhat on belt stretch. This idler action holds slack-side tension practically constant, plus increasing the arc of contact on the small pulley to give more driving power. □□



Powermaster® SAVES in Many Ways

A large commercial laundry cut its boiler fuel bill 12% by replacing a fire-box boiler with the modern Powermaster Packaged Automatic Boiler shown here. Even with 19% more business, boiler room operating costs are now only 4.2% of sales as compared to over 5% with the old boiler.

Fuel economy is only one reason steam costs go down when Powermasters go in. Low-cost, space-saving installation; fast steaming with quick response to demand variations; hospital-clean operation; time-saving attention—operating and safety controls are automatic; are other cost-reducing advantages you get with Powermasters. That's why they are now supplying steam and hot water in so many laundries and dry cleaning plants.

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NEW PRODUCTS and LITERATURE

International Presents New Metro-Lite Body



A newly designed lightweight Metro-Lite body of increased capacity has been introduced by International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill. It will be available in all nine models of the RM-120, RM-150 and RM-160 series multistop delivery trucks, according to R. M. Buzard, manager of sales for Harvester's motor truck division.

Produced by Metropolitan Body Company, International subsidiary at Bridgeport, Conn., the new body is a composite of reinforced plastic, aluminum alloy and magnesium alloy. It is available in lengths of 9 feet 6 inches, 10 feet 6 inches and 12 feet 7 inches with body capacities of 349, 387 and 465 cubic feet respectively. The 10-foot-6-inch Metro-Lite body and RM-122 chassis (illustrated) is 780 pounds lighter than its similarly mounted counterpart in steel and 180 pounds lighter than the same unit with all aluminum body.

Mr. Buzard reported that the

new Metro-Lite body will not replace the present Metro body line, but will be an adjunct to it. The new bodies offer added cubic capacity without increase in wheelbase or outside width.

Lincoln Shirt Bagger



The Spec "D" Pak Shirt Bag'R, designed to package two, four, six or eight shirts, is said to cut operating costs 50 percent, speed operation and increase customer satisfaction. The unit, which is manufactured by Lincoln Bag Company, Inc., 4200 W. Schubert Ave., Chicago, Ill., provides a compact package, without boxes, for protection of finished shirts during delivery.

Natco Performance Chart

National Combustion Company, manufacturer of the Natco tankless instantaneous

hot water heater, is now offering a hot water performance chart showing per minute delivery for short intervals as well as total hourly volume at different temperature rises that each size Natco unit will produce.

The manufacturer points out that the new chart is especially useful where a laundry, because of expansion and a need for additional hot water capacity, has an overloaded high pressure boiler. Installation of tankless hot water facilities, according to Gerald Friedman, chief Natco engineer, can relieve the high pressure boiler for added steam capacity by providing the necessary hot water for the expanded operation in an economical and efficient manner.

Natco tankless heaters are sold in sizes to take care of hot water requirements from a single 25-pound open-end washer to a capacity of 9,000 gallons per hour.

Further information or the performance chart can be obtained from National Combustion Company, 101-06 43rd Ave., Corona 68, N. Y.

Oil-Rite Overflow Sight

The Oil-Rite overflow sight is designed for use in oil lines of circulating systems to maintain a constant visible oil level. They permit checking of liquid flow and clarity of liquid at a glance. The sights are used primarily on large ring oil or reservoir type bearings of steam turbines or on gear boxes.

Flow of liquid is upward through bottom center inlet overflowing stand pipe, draining through side outlet. The sight chamber is vented. Lucite sights are provided, except where the temperature exceeds 160°F. In such cases, glass sights should be used and can be supplied by Oil-Rite Corporation, 2334 Waldo Blvd., Manitowoc, Wis.

New Diamond Detergent

Production of an improved anhydrous sodium metasilicate for laundries and other industrial users of this chemical has been announced by the Silicate, Detergent, Calcium Division of Diamond Alkali Company.

Rounding out the company's line of basic silicate detergents, Diamond anhydrous sodium metasilicate is designed especially for use in commercial family, linen supply, institutional and industrial plant laundries. With a 51 percent total alkali

content, it is said to provide high detergency. Other advantages, according to the manufacturer, are ready solubility, safety and ease of handling and economy of storage space.

Further information is available from Diamond Alkali Company, Silicate, Detergent, Calcium Division, 300 Union Commerce Building, Cleveland 14, Ohio.

Elevated Washroom Truck



C. R. Daniels, Inc., Daniels, Md., has developed an elevated washroom truck that combines a Glosstex basket with a spring steel frame. It is available in 2-, 3-, 4- and 6-bushel sizes, with or without drain hose. Among the features of this truck are self-lubricating ball bearing Bassick casters and kiln-dried hardwood cross ties.

Glosstex was developed by Daniels' engineering division to withstand continuous wet conditions, yet maintain a smooth glossy surface. The surface is an exclusive Dandux impregnation material that will not peel off or impart an odor to the contents, according to the manufacturer's reports. The Dandux trucks are also designed to be oil and grease proof.

Neo-Sponge Mat Offered



The American Floor Products Company, 4922 Wisconsin Ave., N. W., Washington 16, D. C., is offering a new industrial and commercial floor matting designed to reduce em-

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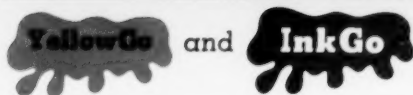
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ployee fatigue and injury. The Neo-Sponge mat is made by a patented process of blowing inert nitrogen bubbles into Du Pont's Neoprene.

According to the manufacturer, this matting is especially suited to any type of business where employees stand at their jobs. It is available in 1/4-inch and 3/8-inch thicknesses and in standard sizes up to 36 inches and 10 feet long. It is said to be resistant to acid, oil, grease and heat.

Wilson Introduces New InkGo Spotting Bottle



A 4-ounce amber bottle with a medicine-dropper screw cap, designed to make it easier to use InkGo on the spotting board, has been introduced by A. L. Wilson Chemical Co., Kearny, N. J., manufacturer of the Go line of stain removers.

The bottle, printed in permanent ceramic inks, carries directions for using InkGo on both white and colored fabrics. The product is a controllable permanganate - base oxidizing agent designed to take out hard-to-remove stains. Among the stains on which InkGo is said to be effective are those caused by coffee, tea, mustard, soft drinks, fruit, wine, medicine, blood, mildew, scorch, residue of lipstick, crayon, base of marking and ball pen ink and oxidizable dye stains.

Plantowners who use InkGo can obtain the new spotting bottle free from Wilson's field representatives.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

New Divco Truck Feature



Newest optional feature offered on all Model 334-374 and 21 Divco delivery route trucks is double-action twin sliding bulkhead doors. They can be obtained either with manual operation or with automatic vacuum open-and-close controls, according to Roy H. Sjoberg, vice-president in charge of sales, Divco Corporation, 22000 Hoover Rd., Detroit, Mich.

Nova-Tex Dry Sizing



Nova-Tex, a new concentrated dry sizing designed to restore the original finish, body and drape to all fabrics, has been introduced by National Cleaners Chemical Manufacturing Company.

This product, which can be applied by spray, dip and washer methods, forms a flexible film that coats each fiber. It is stable indefinitely and is ready to apply when mixed with solvent. One gallon of concentrated Nova-Tex produces up to 50 gallons of sizing solution. The product is packaged in gallon and drum sizes.

According to the manufacturer, Nova-Tex permits quality sizing for hard-to-finish synthetics as well as for cottons and linens at low cost.

Complete information and

price schedules are available from National Cleaners Chemical Manufacturing Company, 2807 W. Lake St., Chicago 12, Ill.

Protectall Line Introduced



The Protectall line, consisting of 10 new office and business safes, has been introduced to the laundry and drycleaning industries by Reliable Machine Works, Inc.

The Protectall safes, Reliable reports, are constructed of high tensile steel and provide a maximum of usable interior space. Engineered to serve the requirements of the industry, the safes carry the certification of Underwriters Laboratories, Inc. Heat-resistant insulation, the manufacturer says, provides protection of contents against damage by fire up to 1,700° F for a period of time. The line is also certified for drop or impact and explosion hazard tests.

This line is provided with combination locks that have a reported one million possible

combinations to provide assurance against pilfering. Internally hung hinges and full opening doors are other features. The safes are available in various colors. They carry the T-20 burglary label, which helps reduce burglary insurance covering contents by as much as 20 percent, according to Reliable.

Literature on this line is available from Reliable Machine Works, Inc., 230-238 Eagle St., Brooklyn 22, N. Y.

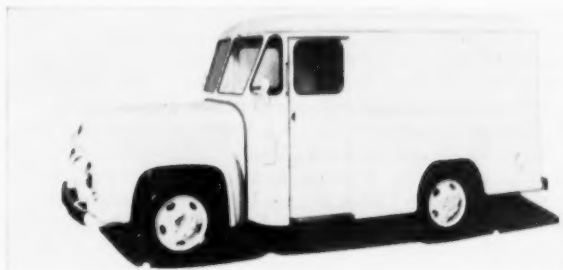
Bag Designs by Lincoln



Lincoln Bag Company, manufacturer of garment delivery bags, has introduced seven new multi-colored spring designs. The patterns are based on spring themes and are designed to produce additional goodwill and boost sales.

Free samples and a price list can be obtained from Lincoln Bag Company, Inc., 4200 W. Schubert Ave., Chicago 39, Ill.

Montpelier Offers Fiberglass-Reinforced Plastic Bodies



Montpelier Manufacturing Co. has introduced truck bodies for house-to-house delivery constructed of Fiberglass-reinforced plastic.

The company reports the following advantages to the new line: high resistance to rust or corrosion; good insulation qualities; reduction of body weight; improved body sanitation; reduced maintenance and easy re-

pair; high strength to weight ratio; can be painted any color.

Body models are available for use in connection with conventional chassis arranged with flat face cowl. There are also other Montpelier Fiberglass-reinforced plastic body models of the forward control type for use with the forward control type of parcel delivery chassis.

Further information can be



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Reduce Floor Wear
to a minimum.
Increase efficiency
of employees.
Eliminate wracking
of equipment.

*They Give Many More
Years of SERVICE ..*

DARNELL CASTERS & WHEELS

RUBBER TREADS . . . a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to rough usage.

RUST-PROOFED . . . by the Udylite process, Darnell Casters give longer, care-free life wherever water, steam and corroding chemicals are freely used.

STRING GUARDS . . . Even though string and ravelings may wind around the hub, these string guards insure easy rolling at all times.

LUBRICATION . . . all swivel and wheel bearings are factory packed with a high quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease-gun lubrication.

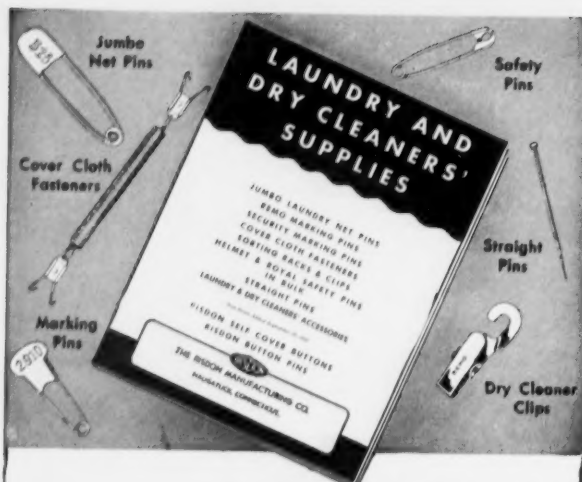
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RI-2

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Button Sewing
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Cuff Tacking
Blind Stitching

Write for Free Trial Offers!

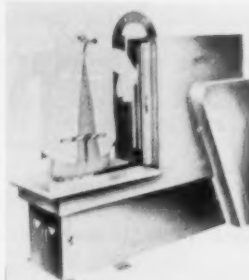
CHANDLER
MACHINE COMPANY
AYER, MASS.

REPRESENTATIVES IN ALL PRINCIPAL CITIES

obtained from Montpelier Manufacturing Company, Montpelier, Ohio.

pany's 2- or 3-girl Glide-O-Matic shirt finishing unit.

New Glide-O-Matic Press



The new Glide-O-Matic one-lay bosom and body press is featured in the Unipress Com-

This press requires one lay to finish the shirt bosom and body automatically. The operator lays the shirt over the form and engages the safety control.

When the lay has been completed, the form automatically returns to its original position where the neck and tail clamps automatically release for speedy removal of the shirt. Two or three girls can operate this finishing unit without additional equipment, according to reports from the manufacturer.

The Glide-O-Matic finishing unit is a product of The Unipress Company, 2800 Lyndale Ave. S., Minneapolis, Minn.

AIL Graduates Thirty-Two



Thirty-two laundrymen from 19 states, Canada and Brazil were the first students to be graduated in the opening two-week subject of the American Institute of Laundering's new 10-week laundry management course on February 11. These men received training in identification and washing. Other courses in finishing, sales and advertising, office operations and management will follow, and the entire course is scheduled to be repeated starting September 6.

The graduates are, left to right, fourth row: Charles J. Bausch, Jr., De Boer Laundry & Cleaners, Lexington, Ky.; Ralph M. Hinman, Scientific Laundry, Columbus, Ga.; William K. Manahan, Model Laundry, Rochester, Minn.; Alfred H. Smith, Modern Laundry, Shelburne Falls, Mass.; Richard A. Forth, Model-Troy-Pearl Laundries, Dayton, Ohio; Richard L. Glazier, Soft Water Laundry, St. Petersburg, Fla.; Arthur Crimmins, New England Laundry, Hartford, Conn.; Murry Myers, 7641 Brooklyn, Kansas City, Mo.; Edward G. Hoffman, Modern Laundry & Cleaners, Philadelphia.

In the third row are: Walter J. Voitik, AIL staff instructor; George M. Temple, Mayfair Cleaners, Minden, La.; Frank E. Dublin, Crescent Puritan Laundry, Rochester, N. Y.; Thomas J. Long, Long's Family Laundry, Plattsburg, N. Y.; Joseph H. McFarland, Jr., McFarland's Laundry, Bowling Green, Ky.; Richard C. Huston, Rochester State Hospital, Rochester, Minn.; Raymond W. Moore, Budget Laundry, Pittsburgh; Freeman E. Robbins, Snow White Laundry, Troy, N. Y.; Donald C. Jones, Troy Laundry, Fort Wayne, Ind.; K. N. Edwards, Launderette, Charleston, W. Va.; Lois J. Spaeth, AIL staff instructor; C. H. Lanham, AIL director of education and personnel.

In the second row are: Ceylon J. Moody, Trojan Laundry, Flint, Mich.; Edward Sackett, Star Palace Laundry, Rochester, N. Y.; John A. Kellenstine, Satisfactory Laundry, Williamsport, Pa.; J. C. Langley, Union Cleaners and Steam Laundry, Union, S. C.; Bickford Stevens, E. L. Watkins & Co., Portland, Me.; Jean St. Jean, Luxor Laundry Ltd., Pont

Veau, Quebec; James H. Dowd, Minnesota Chemical Co., Fargo, N. D.; Eino Ryoti, Belvidere Drive-In Laundry, Belvidere, Ill.; Charles Henchey, Royce-Superior Laundry & Cleaners, Springfield, Mass.

In the first row are: Lee G. Johnston, AIL staff instructor; A. L. Christensen, AIL staff instructor; Max Carpenter, Baxter Launderers & Cleaners, Grand Rapids, Mich.; Elmer H. White, Kizer Launderers & Cleaners, Asheboro, N. C.; Dr. Edison Thome Da Silva, Cia. Lavanderia Confianca, Rio De Janeiro, Brazil; Harry S. Spencer, Jr., Chesterfield Laundry, Atlanta, Ga.; Joseph Reichmeier III, 7641 Brooklyn, Kansas City, Mo.; Warren Archibald, AIL staff instructor, and Russell J. Rose, AIL staff instructor.

AIL and NID Plan Bulletin

The American Institute of Laundering and the National Institute of Drycleaning have completed arrangements to publish a joint bulletin on Federal wage and hour legislation. There will be no set publication date. Issues will be printed as they are needed during the next two sessions of Congress.

Betty Kinney Joins AIL

Textile chemist Betty Kinney has been added to the technical staff of the laboratory division of the Production and Engineering Department at the American Institute of Laundering.

The Institute's new chemist will work on the analysis of damaged textiles sent in by AIL members. Miss Kinney's other duties will include special research projects in relation to requests of members.

Miss Kinney holds a Bachelor of Science degree from the Lowell Technological Institute in Lowell, Massachusetts. While in college, she was active in the student chapter of the American Association of Textile Chemists and Colorists for three years.

Diaper Institute Convention

Final plans for the 1955 convention of the Diaper Service Institute of America have been announced. The convention will be held on May 1-4 at Hotel Statler in New York City and a program of interest to members and their wives has been arranged.

As in the past, the convention will get under way on Sunday evening with DSIA's Washington representative, Harold K. Howe, giving his annual report on legislative matters. He will be followed by Dr. Pauline Beery Mack and Dr. Joseph C. Sherrill of the DSIA Fellowship, who will make a joint report on their diaper research activities of the past year. In addition, DSIA President Robert Mandel will introduce for its world premier the DSIA-Cotton Council film on diaper service, "Bundles From Heaven."

Monday, Tuesday and Wednesday will see a series of round table discussions modeled after the successful conferences of the past two years. The conferences will cover such management subjects as costs, production, sales, delivery, office management and supplies. Each day's business will be completed by 1:30 p. m. so that attendees and their wives may enjoy the many sightseeing features and diversions offered by New York.

Entertainment features will include a get-together party following the Sunday evening session, a cocktail party and banquet on Tuesday evening and a luncheon at Sardi's on Monday. The latter will be held exclusively for the ladies. The annual exhibitors' cocktail party will be held on Monday afternoon in the exhibit hall.

Every indication observed at DSIA headquarters points to an unusually successful and well-attended convention.

Endurance WINS!

ROUGH & TUMBLE

**Cotton
LAUNDRY NETS
by
ANCHOR-ROME**

**EFFICIENT
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*Note: Are you using our famous
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NEWS

from the

ALLIED TRADES

Engineers Honor Pocock



M. A. Pocock (right), consulting engineer and manufacturer of the Sager Spreader, is shown accepting a plaque from Oscar Baerenwald, president of The Minnesota Society of Industrial Engineers. The plaque and a traveling bag were presented to Mr. Pocock at a testimonial dinner given for him on March 2 in Minneapolis.

Glover Names Porterfield



LARRY PORTERFIELD

Larry Porterfield, well known finishing expert, has been appointed sales manager for the Cleaners Equipment Division of Bill Glover, Inc., Kansas City, Mo.

Bill Glover, Jr., president of the company, announced that Mr. Porterfield's duties will include the handling of jobber relations, advertising and sales on the Glover line of cleaners' equipment. He will also engage in extensive field work and will

be available for demonstrations and lectures at local, sectional and state meetings.

In announcing this appointment, Mr. Glover stressed Mr. Porterfield's wide experience and efforts in improving plant layout and workflow, establishing one-operator units, establishing standard operational procedures and improving finishing methods.

At the same time, Mr. Glover reported that the Laundry Division of the company would continue to be headed by its sales manager, Jim Collins.

Three Employees Acquire H. H. Coleman Company

Colonel W. A. W. "Bill" von Gehr, after more than 20 years of operating H. H. Coleman Company, St. Louis, has made it possible for three of his employees to acquire this business. The new owners, Jack Carthen, James S. McEvoy and Frank Brockling, have been associated with Colonel von Gehr for many years.

Carman Firm Reorganized

Bill Roper, Frank Loos, Jim Murdoch, Jim Whyte and Karl Fischer have taken over active management and ownership of the Pittsburgh branch of the Carman Company, which was liquidated last October.

The firm is organized as a Pennsylvania corporation at 4420 Lorigan St. under the same name, Carman-Pittsburgh Co., Inc., as the former company, having received such commission from the old Carman Pittsburgh organization, a Delaware corporation.

The men, all of whom have been with the Carman organization from seven to 30 years, will hold the following offices: president, Frank Loos; vice-president, Bill Roper; treasurer, Jim Whyte; secretary, Karl Fischer; assistant secretary and treasurer, Jim Murdoch.

The new company will do business in the tri-state area consisting of western Pennsylv-

vania, eastern Ohio and northern West Virginia. Bill Roper, who served as branch manager for five years, will act as general manager of the new business.

Pennsalt Plans Complete Consumer Ad Program

"Open the Door for All Your Services" is the theme of a new consumer advertising promotion by Pennsylvania Salt Manufacturing Company, 1000 Widener Building, Philadelphia, Pa. Featured in the promotion is a series of advertisements in national magazines, such as the one illustrated, which ran in the March 1955 issue of *Ladies' Home Journal*.

The company is also offering plantowners complete promotional kits, which contain four units. One unit sells white work and calls attention to the operator's "Sparkling White Process." The second features "Controlled Drycleaning." The third points up the laundry's "Bright Color Process," and the fourth "Textile and Fabric Care." The eight sales aids that accompany each unit consist of: ad tents to be placed on cash registers to conserve space; color reprints for show windows; radio-TV spot announcements; newspaper



ad mats; small emblems for garments; bundle inserts; counter stands, and large all-weather posters for stores, offices and trucks.

The kit is available for distribution through Pennsalt sales representatives.

Wyandotte Representatives



JAMES W. MURRAY

James W. Murray has been appointed sales representative in Atlanta, Ga., for Wyandotte Chemicals Corp., J. B. Ford Division, according to W. B. Appleby, manager of the Laundry and Textile Department. Mr. Murray, who will make his headquarters in Burlington, N. C., has had eight years of experience in laundry and drycleaning operations.

At the same time, Mr. Appleby announced that Ronald J. Langendorfer will service Los Angeles, where he will make his headquarters. Mr. Langendorfer has been a route supervisor for a towel laundry,



RONALD J. LANGENDORFER

has operated his own linen supply firm and has sold laundry supplies, including Wyandotte products, for over four years.

Both Mr. Murray and Mr. Langendorfer have been given intensive training in the application of Wyandotte Laundry Products and the use of Wyandotte's technical equipment.

Forse Names Solomon

Forse Equipment Corp., Anderson, Ind., has appointed Raymond M. Solomon general

12

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The Original

Callaway

Knitted Nylon
Callanet



ANSWERS ALL YOUR "NET" PROBLEMS

1. Provides streamlined, lightning-fast pinning.
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3. Day-light mesh that won't "fog up"—lintless.
4. Free passing of insolubles.
5. Suction action—cleaner, whiter loads.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Thickest "bleach-resisting" yarn.
11. Long lasting—dollar saving.
12. Available in solid colors or with colored overedging.

For economy's sake—compare our laundry net prices by weight

In use by America's leading laundries from coast to coast. Be sure you get all the profitable facts. Contact your Callaway Representative for more information about CALLANET—the laundry net that's made the way *you'd* make one.



Callaway Mills INC.

SALES SOLICITORS

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Towel Ensembles • Rugs and Carpets • Laundry Textiles • Terry Mats

STURDI-BILT

Metal WASHERS

for High Production

Rugged

Construction

Available

in All Sizes

JENSEN MANUFACTURING CO.
PALMYRA, N. J.

BEST!

FOR QUICK-SERVICE PLANTS

Key-Tag's Model A-15

FLAG CHECKING SYSTEM

3-WAY CHECK!

1 BY COLOR
2 BY NUMBER
3 MECHANICAL
CODE LOCK MAKES
MISTAKES IMPOSSIBLE



- faster handling
- no "human error"
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FLEXIBLE—FITS YOUR PRESENT SYSTEM
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AUTOMATIC OPERATION

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800 lbs. Per Hour

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BULLDOG LINE Metal Press Pads

• FLAN-L-TEX
METAL PRESS PADS

• ASBESTEX COVERS

• BULLDOG NYLON PRESS COVERS

• MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC.

RED BANK
NEW JERSEY



sales manager, according to an announcement by H. D. Forse, president.

Forse Equipment has recently introduced two new lines, a Bantam 1-operator unit for smaller shirt laundries and a Body Master high speed unit that, it is claimed, eliminates two operations and one operator from the conventional shirt unit. The equipment is said to be priced considerably below competitive units.

Hercules Sales Managers

Two new assignments in branch office sales manager positions have been announced by Hercules Powder Company's Cellulose Products Department.

Henry Grace, who has been manager of the Detroit office, is succeeding Charles A. Grant in Chicago. Mr. Grant has been named a sales supervisor in the company's Virginia Cellulose Department with headquarters in Wilmington.

Emmett E. Hixon, the new manager of the Detroit office, will be returning to a branch office sales manager's post after two and a half years as service superintendent of the company's Parlin, N. J., plant. From July 1951 to June 1952 Mr. Hixon was manager of the Cellulose Products Department's Chicago office.

New Cowles Department



ROBERT V. FINCH

Plans for the organization of a new department of market development have been announced by C. C. Bassett, vice-president and director of sales for Cowles Chemical Company, Cleveland. The aim of this department will be to strengthen the company's marketing activities.

Robert V. Finch will head the new department as manager of market development. His responsibilities will include sales correspondence, promotion, advertising, sales research, market studies and related activities. Previously many of these staff functions were performed separately by Cowles' laundry, metal cleaner, food sanitation and heavy chemical departments. They are now being coordinated for greater efficiency and to free department managers and sales managers for greater emphasis on sales supervision and training.

Mr. Finch, who has been with the company for nearly 18 years, has served in chemical research, product development, technical sales service, direct sales, correspondence, promotion, advertising, sales research and sales training. Most recently he has served as manager of Cowles' laundry laboratory. He will continue as technical adviser to the laundry department and as editor of *Cowles Laundry Tips*.

Reid Elects Trombold



WALTER S. TROMBOLD

Walter S. Trombold has been elected president of The Reid Supply Company, Wichita, Kans., to succeed his father, the late George J. Trombold, Sr. He will continue to serve as executive manager of the company.

The Reid Supply Company is in the wholesale and jobbing business, selling heavy industrial and municipal chemicals, laundry and drycleaning supplies in Kansas and northern Oklahoma.

Singer Agency Moves

Transfer of the Singer manufacturer's agency located since 1939 on Congress St., Boston, to new facilities in Needham, Mass., has been announced by J. P. Baiter, vice-president, Singer Sewing Machine Company.

Opening of the new quarters at 360 First Ave. in the Needham New England Industrial

Center marks the completion of the fourth new building for Singer industrial agencies throughout the country. The offices of Diehl Manufacturing Company, electrical division of The Singer Manufacturing Company for the sales and service of industrial motors and fans, have also been moved from the Congress St. location to the new building.

Hammond Completes Tour



William S. "Billy" Hammond recently returned from a 9,000-mile tour through Latin America. The chairman of the board of the Hammond Laundry Cleaning Machinery Company, Waco, Tex., joined 17 other business men visiting 12 countries.

Besides flags from each of the countries he visited, Mr. Hammond brought back such souvenirs as a straw cap and serape from Mexico, gold-plated spurs, mahogany castanets from Venezuela, rattles from Havana, a balsa wood mask from El Salvador and many others.

Unipress Elects Pellerin

Willis A. Pellerin has been elected chairman of the board of directors of Unipress Company, Inc., Minneapolis, during a recent meeting of the board. Mr. Pellerin is also chairman of the board of Pellerin Milnor Corp., New Orleans, La., manufacturer of Milnor washers, automatic washing equipment and allied products.

Resident officers of the Unipress company who were re-elected at the meeting were: Ira C. Maxwell, president; A. J. Kwakernaat, vice-president; and Walter H. Krussow, secretary-treasurer.

The board of directors of Unipress, a manufacturer of air-driven laundry pressing machines, shirt ironing and folding machines and garment finishing equipment, has reported

plans for an expansion of plant facilities and production. In addition, several new products are being developed to serve the demands of the market.

Speedy Publishes Newspaper

Speedy Washer Manufacturing Company, Miami, Fla., has inaugurated a monthly newspaper to be sent to all Speedy-equipped laundries. The publication, titled *Speedy Daze*, contains service hints, new installation techniques, promotional ideas and news of Speedy owners.

Contributions are sent to the company's home office in Miami, where they are edited and published by the advertising department.

Revolute Representatives Appointed by Atlas

Lester J. Brown has been appointed the new representative of the Revolute Division, Atlas Powder Company, Stamford, Conn., according to W. A. Michie, Revolute sales manager. Mr. Brown will cover Michigan, Indiana and western Ohio.

At the same time, Mr. Michie announced that John A. Rainone, Jr., has been named to assist George M. Littlejohn, New England sales manager, in handling the company's line of laundry roll covers.

Philadelphia Quartz Elects Russell, Ramsey, Elkington

Philadelphia Quartz Company, Philadelphia, Pa., manufacturer of soluble silicates, has announced the election of three vice-presidents: John C. Russell, sales; Charles E. Ramsey, traffic; and Thomas Elkington, executive and personnel. J. Morris Evans has been elected assistant treasurer.

The company has also appointed LeRoy R. Fischer as sales manager and T. Marvin Hennessy as traffic manager.

LCATA Elects Committees

As the result of a recent membership vote of the Laundry and Cleaners Allied Trades Association, the following men were elected members of the Class of 1958 for the major supply manufacturers committee and the major machinery manufacturers committee:

New members of the major

GROSS STAR
Aluminum **FOR BETTER PRESSING** GRID PLATES

THE SUPER SAFE PLATE
FOR ALL FABRICS
AT NO PREMIUM PRICE!

The Perfect Pressing Job You Always Wanted



Presses All Fabrics

THE ONLY GRID PLATE THAT NEEDS NO LINER

PLANT SURVEYS AND LABORATORY TESTS PROVE that new fabrics have created no problems for GROSS STAR users.

Plant owners using GROSS STAR PLATES CLAIM:

- Perfect Finishing Faster and Safer
- More Economical Finishing
- AND press twice as many garments —per the lift of the plate... THE TOUGHEST GRID PLATE MADE.

When Ordering, Don't Say "Press Plates"—Specify "GROSS STAR."—You'll Be Glad You Did

Not \$30

Not \$25

Not \$20

BUT the same LOW PRICE

of only **\$14.85**

(up to 46")

Over 46" ... \$19.25

Mushroom ... \$11.00

GROSS STAR GRID PLATE *For Better Pressing*
MFG. BY L. BEHRSTOCK CO., 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022



"When the boss pounded his desk,

I knew I should have ordered DIAMOND Orthosilicate! Nothing gets clothes cleaner at lower cost, he says!"

It's easy to avoid scenes. Ask your nearby DIAMOND ALKALI distributor today about DIAMOND detergents, sours and blues to meet your particular laundering requirements.

"Taubman"
LAUNDRY MARKING PEN
 used by
**LEADING LAUNDRIES
 AND DRY CLEANERS**

odorless black indelible
 ink • won't evaporate

perfect insurance against
 fugitives and strays

Thru your Jabber or write direct giving Jabber's name
SAMUEL TAUBMAN & CO. 1 WEST 34TH STREET, N.Y. 1, N.Y.

39¢
 BUY BY THE
 DOZEN \$4.68

- ★ GREATER INK SUPPLY
- ★ WON'T WASH OUT
- ★ WON'T DRY OUT
- ★ MARKS DARKER, CLEANER
- ★ WRITES SMOOTHLY ON FABRIC OR PAPER

**BOCK
 EXTRACTOR**

Insist On A Bock
 and
 You Will Have The Best

We have made Extractors
 Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
 TOLEDO 2, OHIO



supply manufacturers committee are G. W. Boyd, W. D. Ellis and E. W. Wilson. The new machinery manufacturers committee members are Joseph Friedman, H. R. Norgren and Nicholas L. Strike.

Cleaver-Brooks Appoints Delval Representative

Cleaver-Brooks Company, Milwaukee, Wis., has appointed Delval Equipment Corporation,

4610 N. 15th St., Philadelphia, Pa., manufacturer's representative for the sale of Cleaver-Brooks boilers and equipment. The Delval territory will include Delaware, eastern Maryland, southern New Jersey and eastern Pennsylvania.

Among Cleaver-Brooks Company's products are oil, gas and combination gas and oil fired stationary boilers, mobile steam boilers, evaporators, distillation equipment and industrial gas and oil burners.

GI Rights Extended

The President has signed Public Law 7 permitting servicemen in the armed forces on January 31, 1955, to earn up to 36 months of rights to Korean GI Bill education and training. A previous Presidential proclamation had set January 31 as the cutoff point for GI Bill entitlement.

The new law will be particularly helpful to the young men who entered military service shortly before the January 31 cutoff point, since it will allow them to count their service after that date for GI training purposes. It also establishes January 31, 1965, or eight years after discharge or release (whichever comes first), as the date beyond which training may not be given.

New Hampshire Machinery Taxes

Although some local boards of assessors in New Hampshire have taxed laundry and drycleaning machinery for many years, the State Tax Commission has ruled that "machinery used in laundries and drycleaning establishments does not come within the category subject to assessment in this state."

This opinion of the Tax Commission has caused the New Hampshire Laundry and Cleaners Association to circularize the suggestion that operators seek an abatement on 1954 taxes.

Governor Vetoes Amendment

A proposed amendment to the Lien law has been vetoed by New York's Governor Averell Harriman. Here are some of the reasons for the veto:

The broad coverage of the bill would appear to include anyone who performed any sort of work on clothing, household goods or furs, not just drycleaners. Since it could be

construed to apply to public warehousemen, it would conflict with the warehousemen's lien provided in another law.

In addition, the bill provides an option in the lien-holder to hold either a public or private sale and does not require that the owner be informed where the sale will be held. The bill was also considered too indefinite in providing for written notices.

Legislative leaders have suggested to the New York State Launderers & Cleaners Association, Inc., that it make a complete study of the Lien and general business law for future legislative action.

Convention Calendar

Mountain States Laundry Association and
 Mountain States Dry Cleaning Association
 Hilton Hotel
 Albuquerque, New Mexico
 April 21-23, 1955

New York State Launderers and Cleaners
 Association, Inc.
 Park Sheraton Hotel
 New York, New York
 April 28-30, 1955

Diaper Service Institute of America
 Hotel Statler
 New York, New York
 May 1-4, 1955

Maryland, District of Columbia and Virginia
 Laundryowners' Association, Inc.
 Chamberlain Hotel
 Old Point Comfort, Virginia
 May 2-3, 1955

Georgia Launderers and Cleaners Association
 Atlanta Biltmore Hotel
 Atlanta, Georgia
 May 4-5, 1955

Illinois Laundry Association
 American Institute of Laundering
 Joliet, Illinois
 May 5, 1955

Announcing the New Delivery Body Models by BOYERTOWN



SN-7 & SN-8

on Flat Face Cowl Chassis
Stand Drive Controls Available

- Designed for Your Method of Handling
- Full square usable payload space of 198 and 242 Cu. Ft.
- Easily installed shelving, racks, hooks to fit Your operation
- Load accessible from front and rear
- 7 additional delivery panel and Merchandiser models available



MN-7 & MN-8

on Forward Control Chassis
Lower—More Narrow Body



Laundryowners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming
Park Hotel
Great Falls, Montana
May 6-7, 1955

West Virginia Launderers and Dry Cleaners Association
Stonewall Jackson Hotel
Clarksburg, West Virginia
May 6-7, 1955

Linen Supply Association of America
Ambassador Hotel
Los Angeles, California
May 10-13, 1955

Pacific Northwest Launderers & Dry Cleaners
Winthrop Hotel
Tacoma, Washington
May 12-14, 1955

Pennsylvania Laundryowners Association
Shawnee-on-the-Delaware
Shawnee, Pennsylvania
May 12-15, 1955

Idaho State Laundry & Dry Cleaning Association
Shore Lodge
McCall, Idaho
May 13-14, 1955

The Connecticut Launderers & Cleaners Association, Inc.
Hotel Elton
Waterbury, Connecticut
May 13-14, 1955

Oregon State Laundry Owners Association
Eugene Hotel
Eugene, Oregon
May 19-21, 1955

New Hampshire Laundry and Cleaners Association
Hotel Wentworth-by-the-Sea
Newcastle, New Hampshire
May 21, 1955

California Laundryowners Association, Inc.
Feather River Inn
Blairsden, California
June 9-12, 1955

Florida Institute of Laundering and Cleaning
Lago Mar Hotel
Fort Lauderdale, Florida
June 10-12, 1955

Laundry and Cleaners Allied Trades Association
Grand Hotel
Mackinac Island, Michigan
June 23-26, 1955

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Obituaries

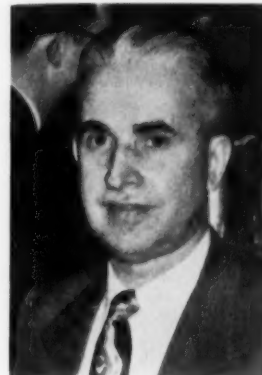
Boyd H. Carr, Sr., 67, former head of pricing and chief statistician for the Dow Chemical Company, Midland, Michigan, died March 1 at Tucson, Arizona, where he and Mrs. Carr were spending the winter. A veteran Dow employee, Mr. Carr retired in 1953 after serving the company 38 years.

At the time of his death Mr. Carr was a member of the governing board of Clarkston College of Technology, Potsdam, New York, where he was educated.

Edward A. Robinson, 51, soap and detergent research specialist for Diamond Alkali Company, Cleveland, Ohio, died on March 17 when the car he was driving struck a tree. He was on his way to his office at Diamond's Research Center in Fairport, Ohio, when the accident occurred. Mr. Robinson contributed many articles to detergent magazines and frequently delivered papers to technical associations.

An alumnus of Norwich University in Vermont, Mr. Robinson was a member of the AIL, the American Society for Testing Materials, American Association of Soap and Glycerine Producers and the Chemical Specialties Manufacturing Association.

Among his survivors are his wife and three children.



John D. Ward, 46, president of the LaCrosse (Wisconsin) Model Laundry and Cleaning Company, died on March 17 of a heart attack. Mr. Ward was American Institute of Laundering Director for District No. 6 which includes the states of Minnesota, North Dakota, South Dakota and Wisconsin. He had been active in the laundry business since 1930 and was past president of the Wisconsin Institute of Laundering, the LaCrosse Kiwanis Club and the LaCrosse Chamber of Commerce.

Mr. Ward is survived by his wife, a son, a brother and a sister.

C. F. Young, 83, chairman of the board of The Davies-Young Soap Co., Dayton, Ohio, died on February 10.

Mr. Young had been associated with the company since he was 17 years old. It was the only firm he ever worked for, and during the 66 years of his association with the concern, he rose from an inexperienced plant worker to chairman of the board. With his family, he purchased complete control of the company in 1914.

Three of Mr. Young's five sons constitute the present management of the company.

R. H. Young is president, Howard Young is secretary and treasurer, while J. R. Young is sales manager of the Drycleaning Division. R. F. Young is legal counselor for the company, and Dr. Herman Young is attached to the staff of the Mayo Clinic, Rochester, Minnesota.



a Quiz that may save your life

Q. What is cancer?

A. An uncontrolled growth of cells. If permitted to spread through the body, it inevitably leads to death.

Q. Can cancer be cured?

A. Many types can be cured, but only if they are discovered and treated early.

Q. How can cancer be discovered in time?

A. By your doctor who has available many diagnostic tests.

Q. What is the American Cancer Society?

A. The only national voluntary agency which fights cancer by research, education and service to cancer's victims.

Q. What has it accomplished?

A. It helped save an American from dying of cancer on an average of every seven minutes last year.

Q. Does that mean it has solved the cancer problem?

A. Unfortunately, no. Despite the advances made, more than 235,000 Americans will die of cancer this year.

Q. Can I help to prevent this tragedy?

A. Yes. By having regular health examinations yourself. And by contributing to the American Cancer Society.

Q. What will my contribution be used for?

A. For research that may some day save your life, for education and for helping cancer's victims.

Strike back | at cancer...man's cruelest enemy...Give

to American Cancer Society

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

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Deluxe QUICK SERVICE LAUNDRY in southern Westchester County. Equipped 25 pound washers. Ideal FEEDER PLANT setup for metropolitan NEW YORK LAUNDRY. ADDRESS, Box 861, STARCHROOM LAUNDRY JOURNAL. -2

Laundry, Central Illinois college town. Well equipped, doing \$31,000 annually. No competition. Plenty room for expansion. Only laundry in trading area of 40,000. Good commercial and family accounts including three hospital accounts. Price \$16,000. Sell or rent building. Leffelman Bros. Laundry, Box 209, Carlinville, Ill. 858-2

Laundry, 10 Maytags, Rheem softener, Huebach tumbler, Northern Oklahoma. Well established, busy place. Make enough net profit to pay out in 9 months. Information and free pictures mailed, no obligation. C-5053, Continental, 804 Grand, Kansas City, Mo. 859-2

For sale: Commercial and wholesale laundry plant located in large South-west city. Large industrial area. Weekly sales exceeding \$3,000. Approaching busy season with prospects of 30-40% increase. Ideal for linen supply. ADDRESS, Box 860, STARCHROOM LAUNDRY JOURNAL. -2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 288th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891. 9653-2

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3018. 472-2

ONE COMPLETE DRYCLEANING—LAUNDRY AND COLD STORAGE PLANT. Will sell reasonable. ADDRESS, Box 661, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY AND DRYCLEANING PLANT. WESTERN PENNSYLVANIA. ONLY LAUNDRY IN COUNTY. GROSS \$480,000 PER YEAR. PRICE \$30,000. ADDRESS, Box 835, STARCHROOM LAUNDRY JOURNAL. -2

Linen supply and family laundry plant. Annual sales \$100,000, can be doubled. Sacrifice due to illness. Reasonable terms. Real estate includes plant and 2 family house. Very low taxes. Three routes. Resort area, upper New York State. Very healthful climate. Fine community. ADDRESS, Box 836, STARCHROOM LAUNDRY JOURNAL. -2

Missouri laundry—70% family. Ideal college town of 7,000. Price \$30,000 with building. Volume \$26,000. Low operating costs make profit margin above average. John Curfman, Maryville, Missouri. 848-2

SALESMEN-DISTRIBUTORS WANTED

Leading mill desires two experienced salesmen with laundry industry following for exclusive handling laundry textiles on non-conflicting sideline straight commission basis. One representative to operate preferably from San Francisco covering Northern California, Nevada, Utah, Southern Idaho and Southern Oregon. The other representative operating from Portland or Seattle, covering Northern Oregon, Northern Idaho, Montana and Washington. ADDRESS, Box 857, STARCHROOM LAUNDRY JOURNAL. -14

SALES OPPORTUNITY IN INDUSTRIAL CHEMICALS. ATTRACTIVE OPENING IN LAUNDRY CHEMICAL INDUSTRY. NEED AGGRESSIVE, AMBITIOUS SALESMAN OVER 30. MUST KNOW COMMERCIAL LAUNDRY PRODUCTION. LAUNDRY SUPERINTENDENTS, SUPPLY MEN, TECHNICIANS AND CONSULTANTS QUALIFY TECHNICALLY. WORK WITH LAUNDRIES AND LAUNDRY SUPPLY DEALERS. REPRESENT NATIONALLY KNOWN MANUFACTURER OF INDUSTRIAL CHEMICALS. SELL AND DEMONSTRATE ALKALINE LAUNDRY DETERGENTS AND RELATED ITEMS. ESTABLISHED TERRITORY. DRAW, COMMISSION, EXPENSES. WRITE FOR INTERVIEW GIVING AGE, SELLING EXPERIENCE, LAUNDRY EXPERIENCE OR CONTACTS, INCOME REQUIREMENTS. ADDRESS, Box 766, STARCHROOM LAUNDRY JOURNAL. -14

HELP WANTED

FIRST CLASS LAUNDRY SUPERINTENDENT FOR ONE OF ATLANTA, GEORGIA'S, BEST PLANTS. KNOWLEDGE OF DRYCLEANING HELPFUL. THIS JOB WILL BE PERMANENT. EXCELLENT OPPORTUNITY. ANSWER IN OWN HANDWRITING GIVING YOUR COMPLETE EXPERIENCE IN THE LAUNDRY INDUSTRY FOR PAST TEN YEARS. ADDRESS Box 879, STARCHROOM LAUNDRY JOURNAL. -7

Laundry and drycleaning business located in city of 40,000 wishes to employ young, experienced laundry and drycleaning manager. Write: O. S. Fishel, 130 E. Irvin Ave., Hagerstown, Md. 890-7

PROFITABLE OPPORTUNITY FOR EXPERIENCED WORKING MANAGER IN MEDIUM SIZED LAUNDRY AND DRYCLEANING PLANT LOCATED IN THE SOUTH. MUST BE CAPABLE OF HANDLING ALL PHASES OF OPERATION, INCLUDING SALES, AS WELL AS DRYCLEANING SUPERVISION. EXCELLENT SALARY AND PROFIT-SHARING BONUS FOR THE RIGHT MAN. ADDRESS, Box 881, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY DEPARTMENT MANAGER for a large laundry and drycleaning chain in metropolitan New York. Applicant must have had extensive prior experience supervising washroom, shirt department and flatwork department operations. Must have ability to handle personnel and must be cost and efficiency conscious. Salary commensurate with ability. Write stating all qualifications including salary and personal data in detail. ADDRESS, Box 829, STARCHROOM LAUNDRY JOURNAL. -7

SITUATIONS WANTED

PRODUCTION SUPERINTENDENT desires connection with modern, progressive laundry. 37 years experience in all departments, services and systems. 25 years with two concerns. Good organizer and trainer of operators to produce quality at minimum cost and meet service requirements. Knowledge of drycleaning, also sales. Can furnish unquestionable recommendations as to ability and character. Location secondary. ADDRESS, Box 876, STARCHROOM LAUNDRY JOURNAL. -5

Available September 1st, 21 years in sales and production, capable of managing. Like profit sharing plan. Best references. Invite investigation. Present employer knows of ad. Can produce results. Expect to be well compensated. ADDRESS, Box 877, STARCHROOM LAUNDRY JOURNAL. -5

Drycleaning and laundry superintendent, experienced both industries. Production, quality control. Age 36, married, steady, good habits, assume complete responsibility. Will send complete resume. ADDRESS Box 878, STARCHROOM LAUNDRY JOURNAL. -5

Laundry and drycleaning superintendent, 25 years experience, married, sober, steady, will go anywhere. Best of references. O. L. Cason, Shepherdstown, W. Va. 885-5

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, Rt. 3, CHARLOTTEVILLE, VA. 782-25

HARRY W. CORNELL—LAUNDRY MANAGEMENT—CONSULTANT. LET US IRON OUT YOUR PROBLEMS AND PUT YOUR PLANT ON A SMOOTH-OPERATING, PROFIT-MAKING BASIS. BENNETT RING BLDG., 287 E. BROWARD BLVD., FORT LAUDERDALE, FLORIDA. 854-25

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4301 N. W. 2nd Ave., Miami 37, Fla. 607-10

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Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive. **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$5.00, Coat \$6.00. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 767-13

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 901-87

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REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

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CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-38

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—PROSPERITY WASHERS from 35 lbs. to 200 lbs. Eggen Laundry, 367 Brook Ave., Bronx, N. Y. 738-3

WANTED, MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS**, Box 874, **STARCHROOM LAUNDRY JOURNAL**. -3

POWER PLANT EQUIPMENT FOR SALE

BOILERS FOR SALE: 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes, 1—New Steamaster 40 H.P. water tube oil-fired, 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #5 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

SACRIFICE! 235 to 350 H.P. Brownell firebox boiler 150# WP with stoker, stack, etc. Insurance inspected. Garson, Woodrow Ave., Norfolk, Virginia. Phone: MA 2-7570. 856-36

BOILER—60 H.P. DUTTON—125 LBS. W.P. #5 OIL—PERFECT CONDITION—REASONABLE. P.O. BOX 95, RAMSEY, N. J. 882-36

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6-roll 120" Smith-Drum streamline ironer, variable speed, motor-driven, rebuilt. Immediate delivery. **GARDNER MACHINERY CORP.**, BOX 932, CHARLOTTE, N. C. 801-4

PROSPERITY SHIRT UNIT with Forse sleeve. New, Used only one season. Will sell for half price or trade. Enterprise Launderers, 602 Main, Kellog, Idaho. 838-4

FOR SALE: 48" Tolhurst extractor complete with motor and belt. \$250. Reliable Rug Cleaning Co., 845 River St., Paterson, N. J. 852-4

IDENTIFICATION EQUIPMENT BARGAINS—6-character Ribbonrite marking machine, model RS6, serial #5279, just overhauled, \$60. 14-character National Marking machine, electric-driven, on pedestal, 4 years old, excellent condition, \$350. Fantom-Fast marking machine, air trip, monomove table, 6-character, \$350. 3 Fantom-Fast tube life fixtures, \$20 each. Walter's South Side Laundry, Foxhurst Rd., Baldwin, L. I., N. Y. 855-4

Troy 2-roll ironer, return type, 120" AC motor. Excellent modern item. Fine ironer for drive-in or small plant. Bargain. D'Angelo & Ash, 301 Beach 71st St., Arverne, New York City. Belle Harbor 5-3229. Night phone - Shore Road 5-6410. 840-4

1 Kewanee 87 H.P. boiler, will generate 132 H.P. Heavy plate with Ace Uniflow oil burner. Less than 2 years old. Will sacrifice. C. E. Brown, American Laundry, Valparaiso, Ind. 869-4

MACHINERY FOR SALE (Cont'd)

FOR SALE: 4 NEW 42" x 84" American Champion Cascade Monel metal, 2-pocket, motor-driven washers with automatic valves at 40-50% saving. Gardner Machinery Corp., Box 932, Charlotte, N. C. 862-4

1 only—42 x 96" American Champion Cascade washer at \$2,000; 2 only—42 x 96" American Norwood Cascade washers at \$2,000; 1 only—42 x 84" Hoffman washer at \$2,000; 2 only—48" American O.T. extractors at \$1,000; 1 only—48" Tolhurst extractor at \$500; 2 only—42 x 90" Hoffman drying tumblers at \$800; 1 only—180" 2-lane attached type flat-work folder at \$1,500. Available July 1, 1955—as is—where is. For further information, contact: Henry Ford Hospital, Purchasing Dept., Detroit, Michigan. 870-4

FOR SALE: 2 NEW American 50" Notrux extractors with extra sets containers. Monorail and 1-ton power lift. Real bargains. Gardner Machinery Corp., Box 932, Charlotte, N. C. 863-4

2 AMERICAN NORWOOD CASCADE 42 x 84", 4 compartment, 4 door SLIDE OUT TYPE washers. **IN EXCELLENT CONDITION.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 871-4

FOR SALE: 1 NEW 5,000 gal. capacity storage-type water heater with 3,000 GPH coil and thermostatic control valve. Priced for quick sale. Gardner Machinery Corp., Box 932, Charlotte, N. C. 864-4

42 x 84" Troy Electromatic stainless steel washer, 2 years old, **SPECIAL PRICE \$2,900**; American Cascade 42 x 84" Monel washer, 2 pockets, 2 doors, latest one shot doors, **SPECIAL PRICE \$1,795**; 42 x 84" Hoffman Silvercrest Monel washer, less than 12 years old, **SPECIAL PRICE \$2,350**. Above machines motor driven, guaranteed in good running condition, excellent buys. **WILLIAMS LAUNDRY MACHINERY CO.**, Inc., 37-37 9th St., Long Island City 1, N. Y. STillwell 6-6666. 872-4

FOR SALE: 10 NEW 44 x 64" American motor-driven wood washers, automatic valves. Priced at less than cost of new shell and cylinder. Gardner Machinery Corp., Box 932, Charlotte, N. C. 865-4

Forse automatic shirt folder, 18 months old, \$395. Cissell bag type sleeve, like new, \$150. Rama air vacuum, 1—8 presses, \$200. This equipment is guaranteed to be in perfect operating condition. Fashion Cleaners, 352 Elm St., Stamford, Conn. 883-4

Troy 30 x 30" all metal washers, motor drive with electric brake and Huebsch automatic inlet valves, \$375; 36 x 30" open end tumbler, steam heated, \$150; 15 H.P. Orr and Sembower oil fired boilers, horizontal, complete with return system, \$350; Troy 20" extractors, \$300. Some never used and others very little. Ig. Weingaertner & Son, Inc., 4738 Easton Ave., St. Louis, Mo. 884-4

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Cancer
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Together we can
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MACHINERY FOR SALE (Cont'd)

FOR SALE: 3 NEW Prosperity Power Circle 2-girl, air-driven shirt units. You can save plenty of money on these. Gardner Machinery Corp., Box 932, Charlotte, N. C. 866-4

Troy Flexomatic 2 lane folder, less than 3 years old, reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-37 9th St., Long Island City 1, N. Y. Stillwell 6-6666. 873-4

FOR SALE: 3 NEW American air-driven, 2-girl shirt units. Priced right for big saving. Gardner Machinery Corp., Box 932, Charlotte, N. C. 867-4

Prosperity shirt unit, Glover turbine dryer, Cook reversing washer 16 x 28", Huebsch cabinet dryer, Loyal collar starcher—new; Bock extractor 15", collar and cuff machines. Aurora Laundry, 562 So. River St., Aurora, Ill. 875-4

FOR SALE: 1 NEW American 6-roll streamlined F. W. ironer. Was set up but never used. Here's your chance to get the ironer you need at a price you can afford. Gardner Machinery Corp., Box 932, Charlotte, N. C. 868-4

40" Hoffman extractor, Monel basket, AC motor drive. A modern, efficient extractor at a fraction of its new price. D'Angelo & Ash, 301 Beach 71st St., Arverne, New York City. Belle Harbor 5-3229. Night phone—Shore Road 5-6410. 841-4

1 Hoffman 75A petroleum still. Immediate delivery. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 803-4

1 water softener, boiler 35 H.P., 2½ years old, 5 power presses, hot-water storage tank, Johnson water pump. Priced very reasonably. Ralph Di Donato, 1504 Greenwood Ave., Trenton, N. J. 739-4

48" Troy extractor. Open-top type, AC motor drive, copper basket. Years of satisfactory service left in this fine machine. D'Angelo & Ash, 301 Beach 71st St., Arverne, New York City. Belle Harbor 5-3229. Night phone - Shore Road 5-6410. 842-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

Zephyr washer, 54 x 60" Monel, 2-pockets, AC motor drive. Fine washer for diaper plant or linen supply. D'Angelo & Ash, 301 Beach 71st St., Arverne, New York City. Belle Harbor 5-3229. Night phone - Shore Road 5-6410. 843-4

16 x 100" American 2-girl return-type ironers. Excellent condition. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 808-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVERgreen 9-6585, has Prosperity 2-girl-unit—American Tiltor unit—Huebsch tumblers—Bock extractors—Pellerin-Milnor automatic washers—Columbia boilers. Complete plants installed and financed. 786-4

48" Troy, motor-driven, open-top extractor, rebuilt. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 807-4

8-roll ironer, American, thoroughly rebuilt. Big production, efficient machine at outstanding bargain. D'Angelo & Ash, 301 Beach 71st St., Arverne, New York City. Belle Harbor 5-3229. Night phone - Shore Road 5-6410. 844-4

TWINMATIC—hydro-balanced—washer—extractor—tumbler does all three operations in one open-pocket horizontal cylinder without partitions. Twinmatic uses patented method of jetting fluids to eliminate vibration. Write for catalog on 30—40 and 100 lb. Twinmatic for dry-cleaning and laundries, sold by Imperial Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVERgreen 9-6585. 785-4

Tiltor shirt unit, American 4-girl unit, late model, excellent shape. Modern efficient presses at bargain prices. Trade-ins and terms arranged. D'Angelo & Ash, 301 Beach 71st St., Arverne, New York City. Belle Harbor 5-3229. Night phone - Shore Road 5-6410. 845-4

2—16 x 50" American return-feed flatwork ironers. Brand-new at less than half original cost. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 809-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVERgreen 9-6585, has late type Sec-O-Matic synthetic unit with solvent sear—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit. 784-4

120" American Monitor flatwork ironer \$1,200. Almost good as new. Write for full information. Cowden's Laundry, Okmulgee, Oklahoma. 846-4

STAINLESS-STEEL AND WOOD LAUNDRY WASHERS, both new and rebuilt, direct from manufacturer to you at great savings. Pictures and literature on request. Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska. 170-4

EWING STAINLESS STEEL WASHERS. NEW MACHINES. Size 30" x 30"—60 lbs. dry weight capacity, \$1,036; size 30" x 40"—80 lbs. dry weight capacity, \$1,116; size 30" x 50"—100 lbs. dry weight capacity, \$1,196. Ask for details. **ROBERT EWING & SONS, INC.** Builders of washers since 1905. Dept. SR, P. O. Box 454, Troy, N. Y. 590-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4753-4

48" TROY HIGH-SPEED SUPER MERCURY EXTRACTOR WITH STAINLESS STEEL BASKET, 48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET and MONEL SHELL, in EXCELLENT MECHANICAL CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn, 6, N. Y.** 648-4

40" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 480-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4855-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y.** 9725-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y.** 4400-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6864-4

Five 42 x 24" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. In EXCELLENT CONDITION. **SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6910-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS and ELIMINATE YOUR TEARING COMPLAINTS. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9706-4

AMERICAN and TROY 5-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6766-4

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF and YOKE PRESS, COMBINATION BOSOM and BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9945-4

42 x 42" American 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN and WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE and MIXING VALVE. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9950-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8-roll ironer, new 1948, American 8-roll ironer, American 6-roll ironer, Ellis 54x120" 9-pocket stainless washer, American Cascade 42x24" washer, Troy 42x72" washer, American Tiltor shirt unit, Prosperity 4-girl unit and coat presses, Hoffman 42x90" tumbler, Huebsch 36x30" tumblers, Hoffman and American 48" and 60" extractors for laundries or cleaners, Hoffman 140F unit used two months, American 30x48" petroleum unit with filter, still, etc., brand-new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 9069-4

MACHINERY FOR SALE (Cont'd)

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb, 2—AMERICAN NORWOOD 42 x 84" two-pocket, all stainless-steel, motor-driven washers with American fully automatic washman. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.,** 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim, also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC.,** 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4

For Sale: 1—Used 44 x 84" ROBOT two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7763. 9628-4

2-ROLL 100", 110" and 120" AMERICAN and CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 3 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

14x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AMERICAN and TROY 36" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

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PROSPERITY POWER CIRCLE and UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

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5000-GALLON GROSS FILTER WITH MONEL SCREEN and 2000-GALLON TROY OLSON FILTER. IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 694-4

9 Huebsch open-end tumblers, 4-coil, AC 220 volt, 3 phase, 60 cycle, practically new. Want to dispose of them immediately, special price \$225 each. ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. 4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

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WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4**

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AMERICAN 8-ROLL 120" SYLON FLATWORK IRONER, WITH REEVES DRIVE. EQUAL TO NEW IN EVERY RESPECT. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 596-4

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MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 36", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER and STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

AMERICAN NOEX 140F DRYCLEANING UNIT, CONSISTING OF: 30 x 48" direct motor-driven metal washer with metal cylinder, 30" motor-driven extractor, 36 x 30" drycleaning Noex tumbler to comply with 140F regulations, 75-gallon still, 1300-gallon Monel screen filter, 2 cone-bottom tanks, complete with necessary pumps, traps, piping and fittings. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU LAUNDRY Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 789-4

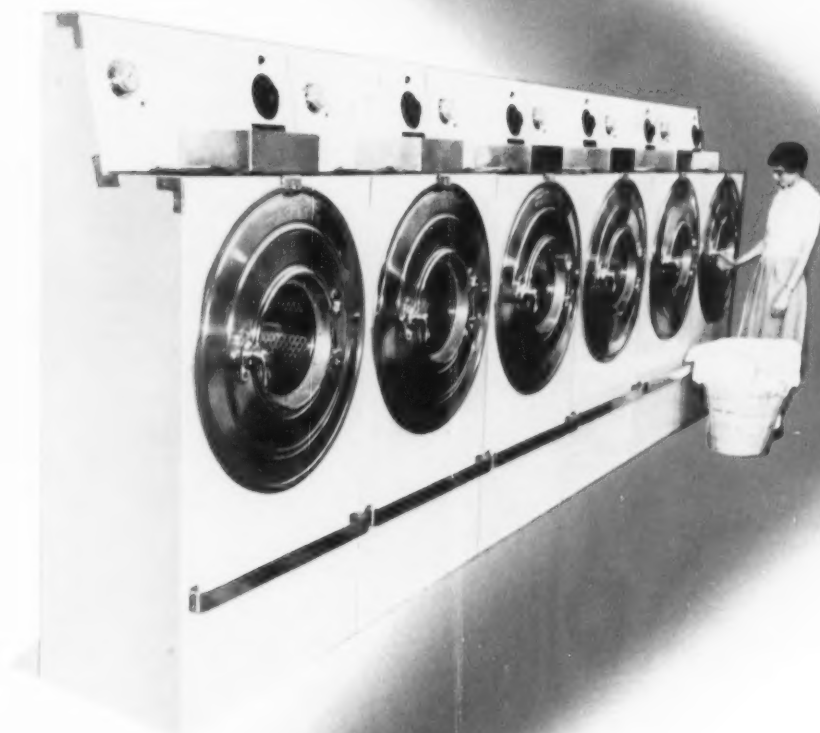
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Advertisers in This Issue

A		F		O	
American Cancer Society	91	Fablok Mills, Inc.	37	Olin Mathieson Chemical Corp.	55
American Laundry Machinery Co., The	31			Orr & Sembower, Inc.	77
American Telephone & Telegraph Co.	21	G		P	
B		Gasway Corporation	67	Para-Lux Products Co.	13
Beach Soap Company	3	Gibraltar Fabrics, Inc.	17	Patterson-Kelley Co., Inc., The	75
Behrstock Co., L.	87	H		Pecock, M. A.	29
Benwall Manufacturing Co., Inc.	59	Hammond Laundry-Cleaning Machin- ery Co.	61	Procter & Gamble	41
Bishop Company, G. H.	7	Huebsch Manufacturing Co., Div. of The American Laundry Machinery Co.	65	R	
Bock Laundry Machine Co.	88	Hungerford & Terry, Inc.	76	Risdon Manufacturing Co., The	82
Boyetown Auto Body Works, Inc.	89	Huron Milling Co., The	2nd Cover	S	
Bunn Co., B. H.	39	I		Smith Inc., X. S.	86
C		Ingersoll-Rand	74	Southern Mills, Inc.	1
Callaway Mills, Inc.	85	International Harvester Co.	4	Speedy Washer Manufacturing Co.	5
Challenge Manufacturing Co.	86	Iselin-Jefferson Company, Inc.	83	Stadham Co., Inc.	80
Chandler Machine Co.	82	J		Staley Manufacturing Co., A. E.	20
Chevrolet Div. of General Motors	34-35	Jensen Manufacturing Co.	86	Starchroom Laundry Journal	90
Cissell Manufacturing Co., Inc., W. M.	57	K		T	
Classified Department	92-95	Keever Starch Co., The	53, 69	Taubman & Co., Samuel	88
Clinton Foods Inc.	47	Key-Tag Checking System Co.	86	Textile Marking Machine Co., Inc.	90
Colgate-Palmolive Co.	63	L		Tingue, Brown & Co.	64
Cook Machinery Co., Inc.	Third Cover	Leaf Brothers Inc.	68	Troy Laundry Machinery	33
Cowles Chemical Co.	Fourth Cover	Lincoln Bag Co., Inc.	13	U	
Cummings-Landau Laundry Machin- ery Co., Inc.	19	N		Uni-Mac Co.	89
D		National Cleaner & Dyer	22-23	W	
Darnell Corp., Ltd.	81	National Marking Machine Co., The	89	Western Laundry Press Co.	49
Detrex Corp.	43	O		Whitehouse Nylon Products	25, 27
Diamond Alkali Co.	87	P		Wilson Chemical Co., A. L.	79
Dodson & Co., Bruce	50-51	Q		Y	
Dow Chemical Co., The	45	R		Yarnall-Waring Co.	73
E		S			
Eastern Cyclone Conveyor Systems, Inc.	11	T			
Elgin-Refinite Div. of Elgin Softener Corp.	71	U			
Ellis Drier Co., The	15	V			

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